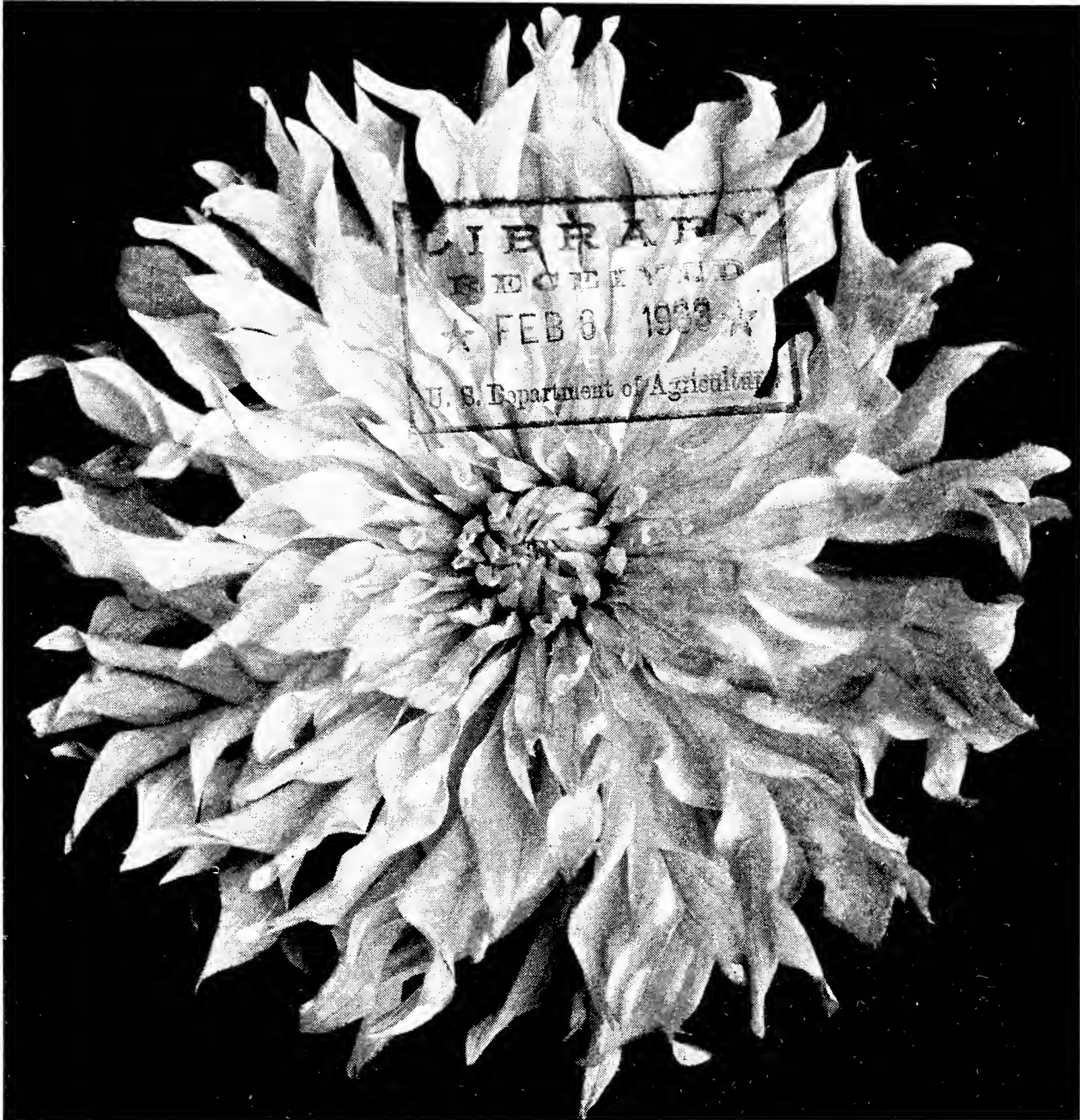


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"William G."—A Delightful Different Dahlia—See Pages 36 to 40

***LONG'S* 1933 Spring Garden Book**

*Not just another Catalogue.
Many tips and pointers, also.
"I hope you like it"—J.D.*

THE J·D·LONG SEED COMPANY
Boulder, Colorado, U. S. A.



New "Golden Gleam" Nasturtium

A Sell-Out in 1932 This double, very fragrant nasturtium has taken the flower world by storm. Much admired wherever shown, and never fails to be the center of interest; so much so that last season seed was all gone before all orders were filled. **My stock this year is MUCH greater—and the price MUCH lower**, permitting all to have some of this sweet-scented nasturtium. **Your early order will be your assurance** of having the best annual novelty produced in the last ten years—a prize winner wherever exhibited in Europe, and widespread praise in America for this new garden favorite.

GOLDEN GLEAM can be used in a variety of ways: for window boxes, pot plants, by pinching back runners, for a golden mass of flowers. For bedding it is unexcelled; the long-stemmed flowers standing well above and almost completely covering the foliage. The plants may be forced in the greenhouse for early cut flower sales. **It is truly an all-around plant;** my price for **GOLDEN GLEAM** will permit you to include it with your orders.

Pkt. 15c; ¼ oz. 25c; ½ oz. 40c; oz. 75c. Postpaid.

"J. D. Sez, Sez 'e"

Well, it won't be long now. Prosperity is on the way home. All is forgiven. No questions asked, if he will only return.

But the Old Boy is taking no chances. He will never be arrested for speeding on this return trip. He isn't taking "that corner" on two wheels. Suppose he does have tire trouble, engine trouble, ignition trouble, or run plumb out of gas ever and anon. That's to be expected. But he's **on the way**, and headed in the right direction. That's sumpin'.

In the meantime, how can we make the most of the situation "as is"? Everybody else has been giving advice, so now let me have my say!

You guessed it. I'm going to say, "Plant a garden." Yes, I hear that stage whisper, "Sure, JD wants to sell us seeds, plants and bulbs. Of course he thinks it's a swell idea for us to get busy in our gardens." All right, now that we have no secrets, let's talk sense.

Really, this isn't my own idea at all. It's something that millions of "home folks" have already discovered. It's a good system even when Prosperity is among those present, and the life of the party. And still better when the sonofagun vamooses and leaves no forwarding address!

First, the "Kitchen Garden," the little old section set aside for vegetables. If you have the room for this, then be your own employment agency, and give yourself a part-time job.

You just can't start any argument with me by saying, "I can buy vegetables cheaper than I can raise 'em." Chances are you can, if you work just a small plot. So can I. BUT I do raise some vegetables just the same. With crisp fresh vegetables in the back yard, any family will "eat more vegetables," just as the doctor says we should. We get the needed vitamins. As one lady said, "They are just teaming with pantomimes."

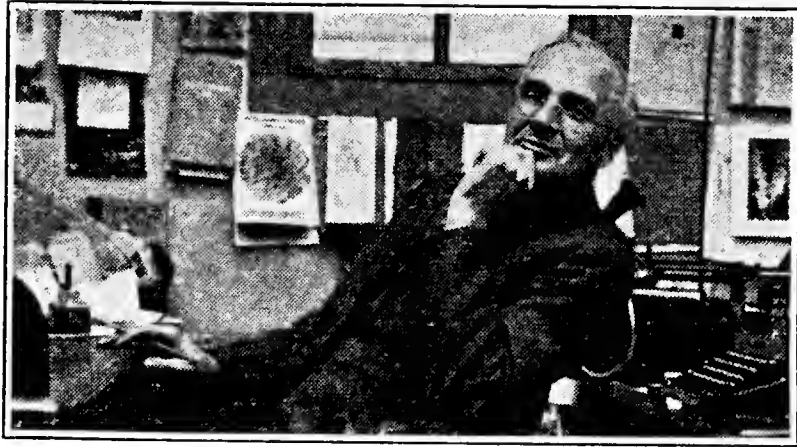
As to relative cost of buying or "growing your own," we must consider this: Even if one is employed otherwise, the garden work can be done on the side, and for many who need the exercise, this work pays dividends in health anyhow. One does not charge up to the little kitchen garden the cost per hour for time given it. Forget it. With rare exceptions, anyone gets a lot of fun puttering around in the home garden.

The actual cash outlay is small, compared with returns from an average crop. This is true, whether one grows vegetables or flowers, or both. What can give greater returns in making the home surroundings beautiful, restful, satisfying, than planting and caring for a nice lawn, beautiful flowers, shrubs and trees? Here again, most of the cost is in labor, which the family can do themselves.

Now, as never before, every man needs a hobby. Why not a hobby that the whole family can ride? I wish you could read the hundreds of letters I receive from my customers in every state and some foreign countries, telling of the pleasure and profit they get from their gardens. The greatest thrills accompany good-natured rivalry between friends and neighbors, seeing who can keep the nicest lawn or yard, grow the finest Dahlias, Glads, Pansies, Hollyhocks, Sweet Peas, etc., or produce the biggest tomato or cabbage head.

I spoke of gardening for health. Believe me, doctors take their own medicine. They not only tell you to get out in the open, have a hobby, dig in the dirt, hobnob with Nature, but they do this themselves. Among my most enthusiastic customers are doctors, and lots of them. They know their onions, also posies.

Last summer I visited one of the loveliest gardens in Denver. Not a dandelion in the entire lawn, by the way. This garden spot was "in the raw" only a few years ago, when



a fine residence was built on the lot. The lady who created the garden was in poor health. She prescribed a treatment for herself and followed it. She tackled the job, spending most of her spare time in that garden. She not only planned the garden herself, but with her own hands did the actual work. Today she is happy, not only because of her wonderful flower garden, but also because in making the garden she won back that priceless possession, good health.

Funny thing happened last year. As many of you know, my own hobby and specialty is growing and selling millions of Gladiolus bulbs and bulblets. Well, for several years the Glads and other flowers have been given the front seats in my catalog. The vegetables were forced farther and farther back, until last year they were given standing room only, and in "nigger's heaven" at that. I got a real jolt when a lady wrote in saying she had received my flower catalog, and would I please send her my vegetable seed catalog also. Had to tell her to just keep on going and she would smell the onions before she got to page 64 in catalog she already had.

So the only New Year resolution that I've kept is to bring the vegetables right up front in this 1933 catalog. They have their innings once again.

But, believe me, I started something. The Glads, Dahlias and other flowers are all "het" up over being given back seats. Some that sat right in the bald-headed row for years are now way back in rows 40 to 60. And is my face red? Keeps me busy explaining.

Just what would YOU do in making a catalog? Rather, what would you prefer we catalog makers would do? Do you prefer the same arrangement year after year, or should we switch the flowers and vegetables, the seeds, plants, bulbs, from one location to another?

Anyhow, please sashay clear to the back seats in this catalog, and often. Cheer up the flowers that have been so disappointed. Whether it does **them** any good or not, it will make **you** happy—if you invite some of them to your home. Now there you go again—saying I'm trying to sell you something. I never was very clever about hiding my motives. But that's one nice thing about my business. The more I sell, the happier I make others as well as myself.

"They laughed when I planted sweet corn July 26th." But when I plucked roasting ears the last of September I had the laugh on them.

It was EARLY GOLDEN GEM I planted. I knew it would make, if any sweet corn would, planted so late. You, too, can have luscious "corn on the cob" in late summer and fall, by planting Golden Gem in July, on ground from which you have taken peas or other early vegetables.

Early White Market almost as early. Early Sunshine later than Gem, but earlier than Bantam. Any of these, however, should deliver roasting ears from early July planting.

Continued on page 34.

LONG'S VEGETABLE SEEDS

Tried and True—Best for You

"Stringless String Beans"

For Larger Lots See Page 16

V4. GOLDEN WAX. Medium early flat podded variety. Tender if picked quite young but gets stringy later. Brittle Wax much better. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V7. STRINGLESS GREEN POD. Might be called a green pod "Brittle Wax." Beans brown. Pods round and tender. Splendid flavor. Large pkt. 10c; ½ lb. 15c; lb. 25c; 3 lbs. 70c, prepaid.

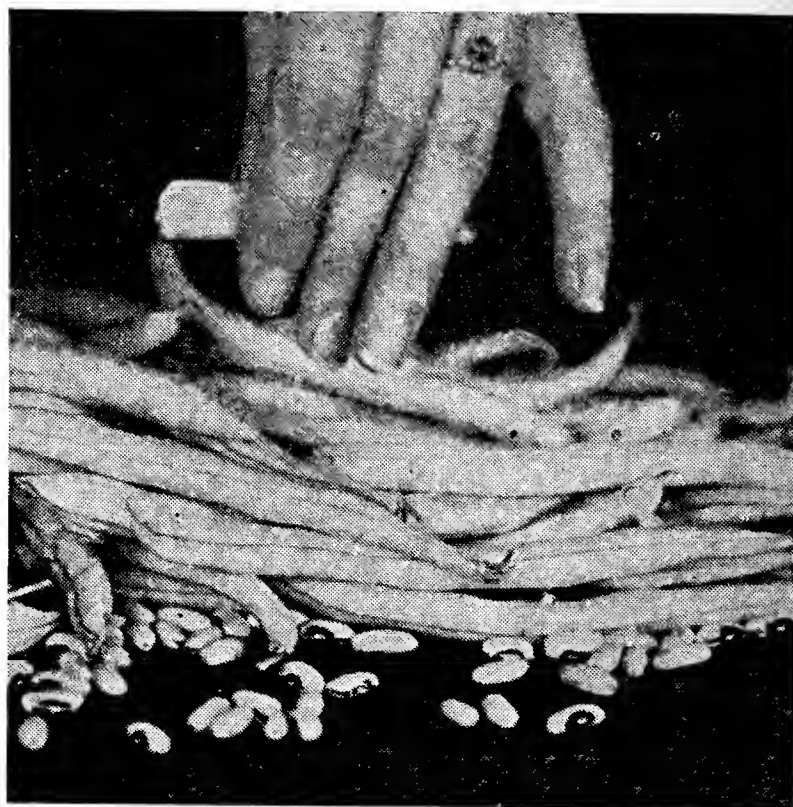
V9. KENTUCKY WONDER POLE. The favorite pole bean. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V10. COLORADO CREAM BUTTER (Aztec). Immense white bean, shape of navy. Pkt. 10c; ½ lb. 20c; lb. 35c; 2 lbs. 65c, prepaid.

V11. HENDERSON'S LIMA. "Baby Lima." Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V12. BURPEE'S BUSH LIMA. Pkt. 10c; ½ lb. 22c; lb. 40c; 2 lbs. 75c, prepaid.

VF13. SCARLET RUNNER. Usually listed in flower section only, but logically belongs with vegetables also. The pods can be used green as snap beans. In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 22c; lb. 40c, prepaid.



V1. BRITTLE WAX. The tender pods break like icicles, with seldom a sign of string. Flavor fine. What more could one wish? The long, round, fleshy pods are a beautiful yellow. Beans long, white, with dark eye. Large pkt. 10c; ½ lb. 17c; lb. 30c; 3 lbs. 80c, prepaid.

LONG'S Table Beets

For Larger Lots See Page 16

PRICES: All Table Beets at Pkt. 5c; oz. 10c.

V14. EARLY WONDER. A splendid extra early variety. Quick growing attractive variety of the favorite globe shape. The flesh is dark red, sweet and tender. Fine for summer and fall use, canning, or storing for winter.

V16. CROSBY'S EARLY EGYPTIAN. Turnip shape; flesh deep red; quick growing.

V17. EARLY ECLIPSE. Similar to Early Wonder and Crosby's in season and shape, but flesh a lighter red. Most people prefer the darker red.

V18. DETROIT DARK RED. Globe shape; smooth; dark red; tops small, admitting close planting. A good all around early medium or late variety. Splendid for canning when small.



ECLIPSE.

How to Grow "Live Beets"

Culture: Plant any time from early spring to August. Most people make a mistake by not planting beets along in summer, as well as in spring. They come up quickly, the small half-grown size being best for canning and fine for summer use also. An ounce of seed will sow 50 feet of row. Cover ¾ inch. Pack soil well over seed. Keep soil damp until plants appear.

Washington Asparagus

Seed: Pkt. 10c; oz. 20c; ¼ lb. 40c; lb. \$1.00.

Roots: 16 for 50c; 44 for \$1.00; 112 for \$2.00, prepaid.

More About Beans

I could list a dozen or so more varieties, and did use to have a longer list. But my customers boiled the list down for me by ordering nothing else much but the favorite varieties above. Even Golden Wax could be omitted, because Brittle Wax so much better.

My "Down South" customers are especially fond of Limas. But not as dry matured beans, as usually cooked. They pick them when the beans are well formed, but still green. Then shell and cook like peas. "That's sumpin'." The Henderson or "Baby Lima" is much easier to grow than other Limas.

Mangels, Sugar Beets

Culture: Sow 4 to 6 lbs. to acre in rows 24 inches apart. In good ground you can raise 30 to 40 tons per acre. Very valuable for feeding stock especially milch cows. A mixture of mangels and sugar beets is good combination. Add carrots for dessert!

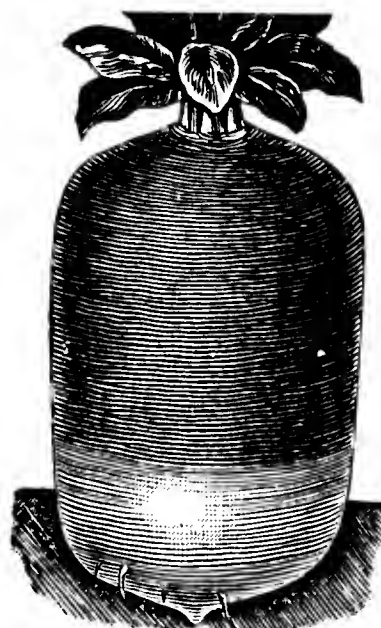
Prices: All Mangels, also **LONG'S** Special Mixture of Mangels and Sugar Beets: Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 60c; 3 lbs. \$1.50; 5 lbs. \$2.25; 10 lbs. \$4.00, prepaid. Ask for prices on larger lots.

V22. MAMMOTH LONG RED. Great yielder. One of the best of stock beets.

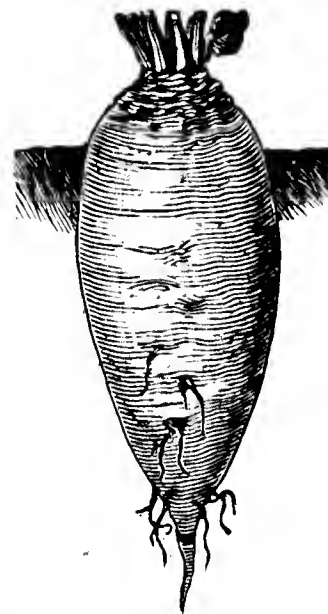
V23. GOLDEN TANKARD. Roots rather short. Good yielder. Easy to pull.

V25. GIANT HALF SUGAR. Heavy yielder. Grows about half out of the ground.

V26. WANZLEBEN SUGAR BEET. The standard sugar beet. Extra good seed; true strain. Prices as above.



Golden Tankard



Sugar Beet

LONG'S Special Beet Mixture

V27. A well-balanced mixture of Mangels and Sugar Beets, for milch cows. Mixed by myself from our tested seed. **Better for stock than all Mangels or all Sugar Beets.** Prices as above.

LONG'S Cabbage—Best Kinds for Home and Market

For Larger Lots See Page 16

Danish "Baby Head"

V33. A very early round head type that takes little space for each plant. May be set as close as 8 inches apart. The heads are of medium size, just right for average family use, and exceedingly solid. Keeps well, also, for an early variety. Pkt. 10c; oz. 30c; $\frac{1}{4}$ lb. 75c; lb. \$2.50, prepaid.

Danish Round Head (Short-Stemmed Hollander)

V35. One of the best main crop varieties. Heads very solid; good keeper. The main variety grown by large gardeners and shippers for fall and winter use. The standard best late cabbage. Pkt. 10c; oz. 25c.

(See page 16 for sealed bags in lots of one pound or more of Danish Round Head seed.)

V29. EARLY JERSEY WAKEFIELD. Small pointed head. Pkt. 5c; oz. 15c.

V28. WINNINGSTADT. Heads firm, slightly pointed, medium early. Pkt. 5c; oz. 15c.

V30. ENKHUIZEN GLORY. About same season as Winningstadt, but head is round instead of pointed. Pkt. 5c; oz. 15c.

V34. LATE FLAT DUTCH. Very large. Pkt. 5c; oz. 15c.

V36. MAMMOTH ROCK RED. Large red cabbage. Pkt. 5c; oz. 20c.

V37. SAVOY CABBAGE. Leaves beautifully crimped. Fine flavor. Pkt. 5c; oz. 20c.

V38 $\frac{1}{2}$. BRUSSELS SPROUTS. Miniature cabbages; grow closely on stalks. Pkt. 5c; oz. 25c.

V39 $\frac{1}{2}$. CHINESE, or CELERY CABBAGE. Early plants often run to seed. Sow in June. Tie up like cauliflower to blanch. Pkt. 10c; oz. 30c.

Copenhagen Market

V31. Early Round Head Cabbage, also splendid for winter, when planted later. The leaves fold so tightly that it can be grown closer together than other kinds of equal weight. Pkt. 10c; oz. 25c.

Golden Acre

V32. Similar to Copenhagen, but more uniform in type, a little smaller, and somewhat earlier. Heads round, from 9 to 11 inches in diameter. Pkt. 10c; oz. 25c.

Egg Plant

Culture: Start plants in box or hotbed. Do not set out until quite warm weather. Very tender. Ground should be rich.

V68. BLACK BEAUTY. Pkt. 10c; $\frac{1}{2}$ oz. 25c.

Endive

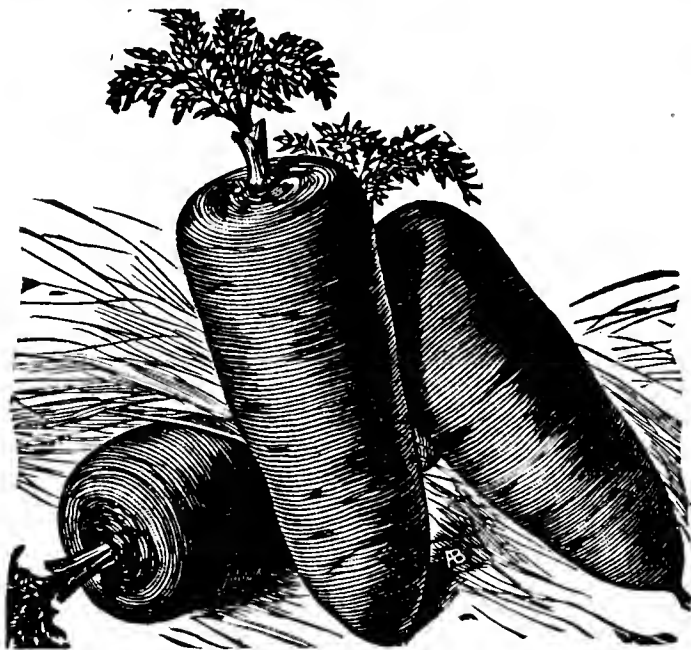
WHITE CURLED. The variety most used. Pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 30c.

BROAD LEAVED. Plain, broad leaves. Pkt. 5c; oz. 15c; $\frac{1}{4}$ lb. 30c.

LONG'S Best Four Carrots

PRICES: All Carrot seed at: small pkt. 5c; large pkt. 10c; oz. 15c.

V40. OKHEART. Short, thick roots, bright orange flesh; best for heavy soil; good table carrot.



V41. DANVERS HALF LONG. Smooth, medium length, orange color roots.

V42. CHANTANEY. Similar to Danvers, but not quite so long. Splendid table carrot.

V42½. NANTES. An extra sweet table carrot. Roots do not taper much, almost cylindrical, about 6 inches long; smooth. Flesh orange-red, very sweet, and almost without core.

For Larger Lots See Page 16

LONG'S Cauliflower

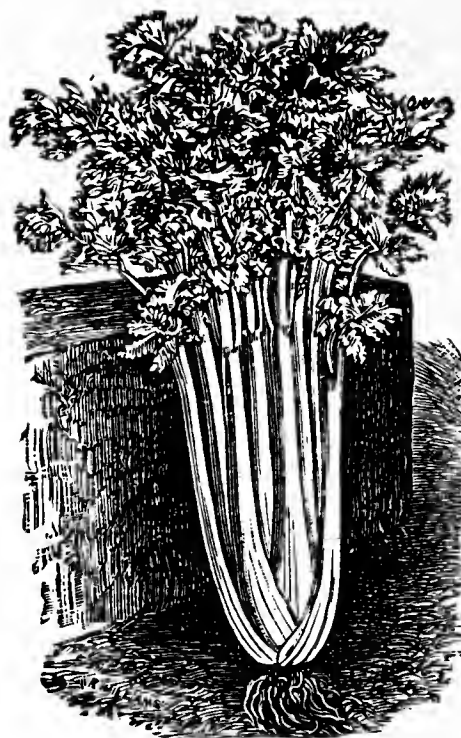


PRICES: Price for either variety: Pkt. 10c; ⅛ oz. 30c; ¼ oz. 50c; ½ oz. 90c; oz. \$1.50; ¼ lb. \$5.00; ½ lb. \$9.00.

V38. EARLY SNOWBALL. Early and main crop variety. Selected imported seed.

V39. DRY WEATHER. Very large, and fine white heads. Resists drought well. Also called Danish Giant. Larger and later than Snowball.

LONG'S Celery



Culture: Sow in protected bed; sow thin and cover lightly. Transplant in June. Ask your County Agent or Agricultural College for special information on celery growing.

V44. GOLDEN SELF-BLANCHING. One of the best early kinds for fall use. Pkt. 10c; ½ oz. 25c; oz. 40c.

V46. GIANT PASCAL. The best late celery for winter use. May be blanched in garden, but to get those brittle sweet white

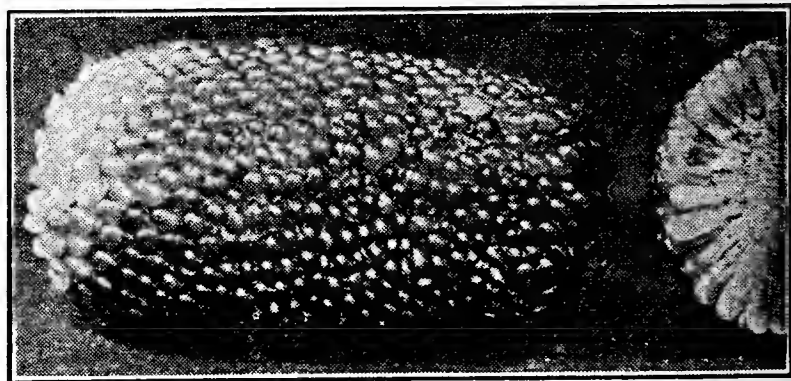
stalks it should be taken up, trenched or banked up in cellar. Pkt. 10c; ½ oz. 25c; oz. 40c.

V46½. GIANT PASCAL. Special Stock. Re-selected. Fine. Pkt. 15c; ½ oz. 35c; oz. 60c.

V45. WHITE PLUME. Preferred by some to Self-Blanching. Fall variety easily blanched. Pkt. 5c; ½ oz. 25c; oz. 40c.

V47. CELERIAC. For seasoning meats and soups, also for salads. Grown exclusively for its turnip-shaped roots. Pkt. 5c; oz. 25c.

LONG'S Pop Corn



V55. JAPANESE HULL-LESS. Ears are short and "stubby." Each stalk has several good ears. Some ears have 32 rows. Grains very deep and slim. Hulls so thin and transparent that the grains seem to have no hulls.

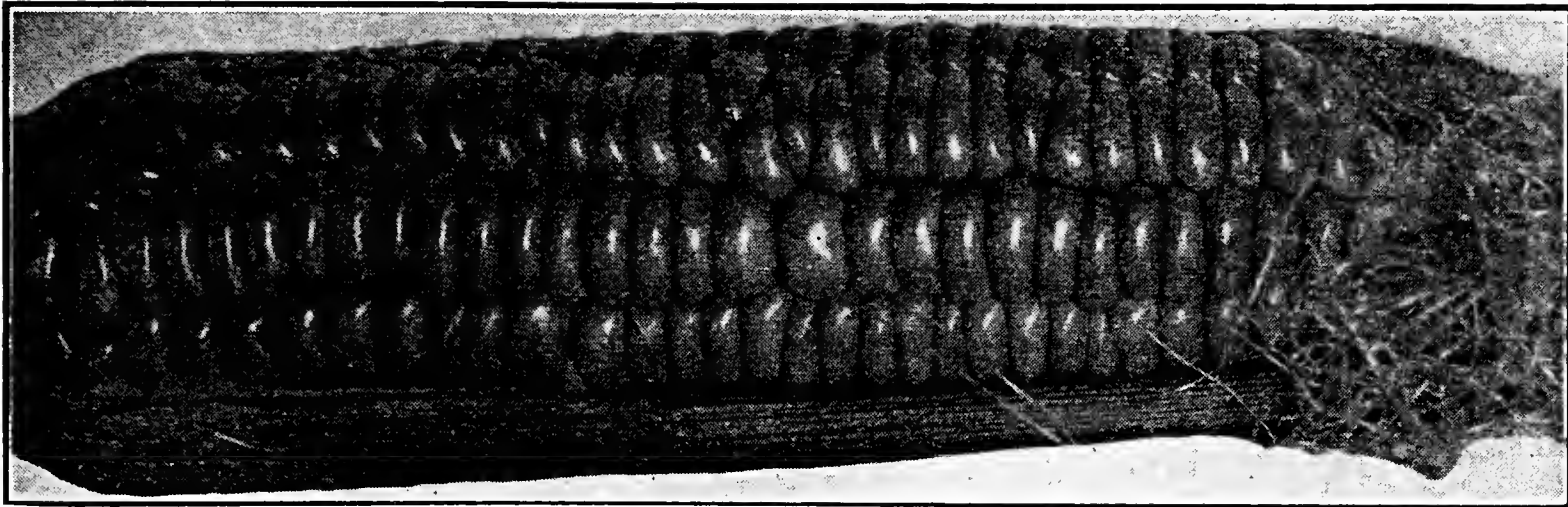
NOTE—Most stocks of this are badly mixed with White Rice. Mine is as nearly pure as we can hope to get it. Almost as pure as Ivory Soap.

Price: Pkt. 10c; ½ lb. 15c; lb. 25c, prepaid.

V56. WHITE RICE. Small pointed grains. Pkt. 5c; ½ lb. 13c; lb. 20c, prepaid.

V57. MAMMOTH WHITE, SPANISH. Extra large, sweet and tender Extra early. Pkt. 5c; ½ lb. 10c; lb. 18c, prepaid.

V58. DYNAMITE. Also known as "T. N. T." Large ears and grains, similar to Mammoth White Spanish, but color a rich yellow, which, when popped, gives the effect of **buttered pop corn.** Almost "melts in your mouth." Pkt. 10c; ½ lb. 15c; lb. 25c, prepaid.



LONG'S Sweet Corn

For Larger Lots See Page 16

PRICES: All Sweet Corn at: Small Pkt. 5c; Large Pkt. 10c; ½ Lb. 15c; Lb. 25c, Prepaid.

"Peep O' Day"

Discontinued. If want an early white, plant Early White Market. But the golden or yellow varieties now much preferred.

Improved Golden Bantam

V49. If you plant just one kind of Sweet Corn, then make this the one. My Colorado strain has been improved by selection so that my stock now runs considerably larger than the regular Golden Bantam. Instead of just 8 rows, many ears will have 10 and 12 rows. One of the many good points about Bantam is that the silks or "whiskers" come out easily and leave a nice clean ear for cooking.

"Early Sunshine"

V48. This new "Early Sunshine" is similar to Golden Bantam in color and size, but earlier—fully a week earlier. Originated way up in North Dakota by Prof. Yeager of the N. D. Agricultural College.

Giant Bantam

V50. Known also as Bantam-Evergreen, from crossing of these two.

Golden Cream

V55. Cross between Bantam and Country Gentleman. Personally, I don't see any crying need for this.

V53. STOWELL'S EVERGREEN. The standard big late Sweet Corn.

V54. COUNTRY GENTLEMAN. Tall late. Deep, thin grains set zig-zag.

Two Early Money Makers

JD Sez, Sez 'e, "Take a tip from me—plant one or both of these and cash in when first roasting ears sell for three times as much as will bring when market flooded later."

V52. EARLY WHITE MARKET (Gill). Earlier, bigger, better than Peep O' Day. A winner if your market calls for white sweet corn.

V51. EARLY GOLDEN GEM. Exceedingly early variety, originated by North Dakota Experiment Station. Popular golden color.

LONG'S Cucumbers—Best Pickling and Slicing Kinds



V66. "LONG'S LONG LONGED-FOR LONGEST LONG GREEN." Extra long variety of beautiful appearance and splendid flavor. For pickles or slicing. For home or market. Pkt. 10c; oz. 30c; ¼ lb. 90c.

Prices: All CUCUMBERS (except V66) at: Small Pkt. 5c; Large Pkt. 10c; Oz. 15c.

V61. EARLY FORTUNE. Fine for pickles when small, and good slicer.

V62. EARLY WHITE SPINE. An old favorite; still good.

V60. KLONDIKE. Very early white spine.

V63. BOSTON PICKLING. Standard for pickles. Same as Chicago Pickling.

V64. IMPROVED LONG GREEN. Always good.

V65. DAVIS PERFECT. So nearly perfect in shape it often brings extra price.

V67. WEST INDIA GHERKIN. Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.

LONG'S Head Lettuce

For Larger Lots See Page 16



Prices: All varieties **LETTUCE** (except New York and Mignonette): Pkt. 5c; Oz. 10c.

- V70. IMPROVED HANSON.** Good heading variety and may also be used as leaf lettuce when young.
- V71. ICEBERG.** Similar to Hanson. **Crisp and tender.** One of the best for home gardens. Fine as leaf lettuce also.
- V73. BIG BOSTON.** Popular market variety.
- V74. MAY KING.** Extra early.
- V75. DENVER MARKET.** Rather loose head; leaves light golden green, beautifully savoyed or crimped.
- V76. EARLY PRIZE HEAD.** Forms loose head. Leaves crimped; tinged brownish-red.
- V79. COS.** One of the surest blanching kinds, of elongated form.

New Home Garden Head Lettuce

- V69. MIGNONETTE.** Here it is! A delicious head lettuce that is almost 100% sure to head. Ideal for the home garden. Heads small, so the plants may be set as closely as 5 inches apart. The outer leaves have a bronzed cast. The solid heads are a creamy greenish color. Pkt. 10c; oz. 15c; 2 oz. 25c; ¼ lb. 40c.

Mountain Head Lettuce

LONG'S Special Stock

- V72. NEW YORK.** Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. May have several more names, for all I know.

Don't pay extra for new, high sounding names. If you want to grow the best head lettuce of this type, then get the best seed of the genuine New York, no matter whether it is listed as this or given some new name.

Prepaid prices for true selected stock of this **NEW YORK** head lettuce seed: Pkt. 10c; oz. 15c; ¼ lb. 50c; 1 lb. \$1.60; 2 lbs. \$3.00; 3 lbs. \$4.50; 4 lbs. \$5.80; 5 lbs. \$7.00; 6 lbs. \$8.00; 7 lbs. \$9.00; 8 lbs. \$10.00; 9 lbs. \$11.00; 10 lbs. \$12.00. All priced prepaid.

LONG'S Leaf Lettuce

- V77. BLACK SEEDED SIMPSON.** Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor. Fine.
- V78. GRAND RAPIDS.** Makes large, compact bunches of light green leaves with fringed edges. The kind to grow in hothouses and hotbeds or coldframes. Splendid for open garden also.

Herbs—All 10c Pkt.

Caraway
Catnip
Coriander
Dill—Oz. 15c
Sage—½ Oz. 25c

Fennel
Lavender
Marjoram
Rosemary
Savory

Kohlrabi

WHITE VIENNA. The best. Has flavor of cauliflower. Pkt. 10c; oz. 25c; ¼ lb. 70c.

Kale, or Borecole

Used for greens. Pkt. 5c; oz. 15c.



Kohlrabi

LONG'S Leeks

- V788. LEEK.** Pkt. 5c; oz. 25c; ¼ lb. 75c.

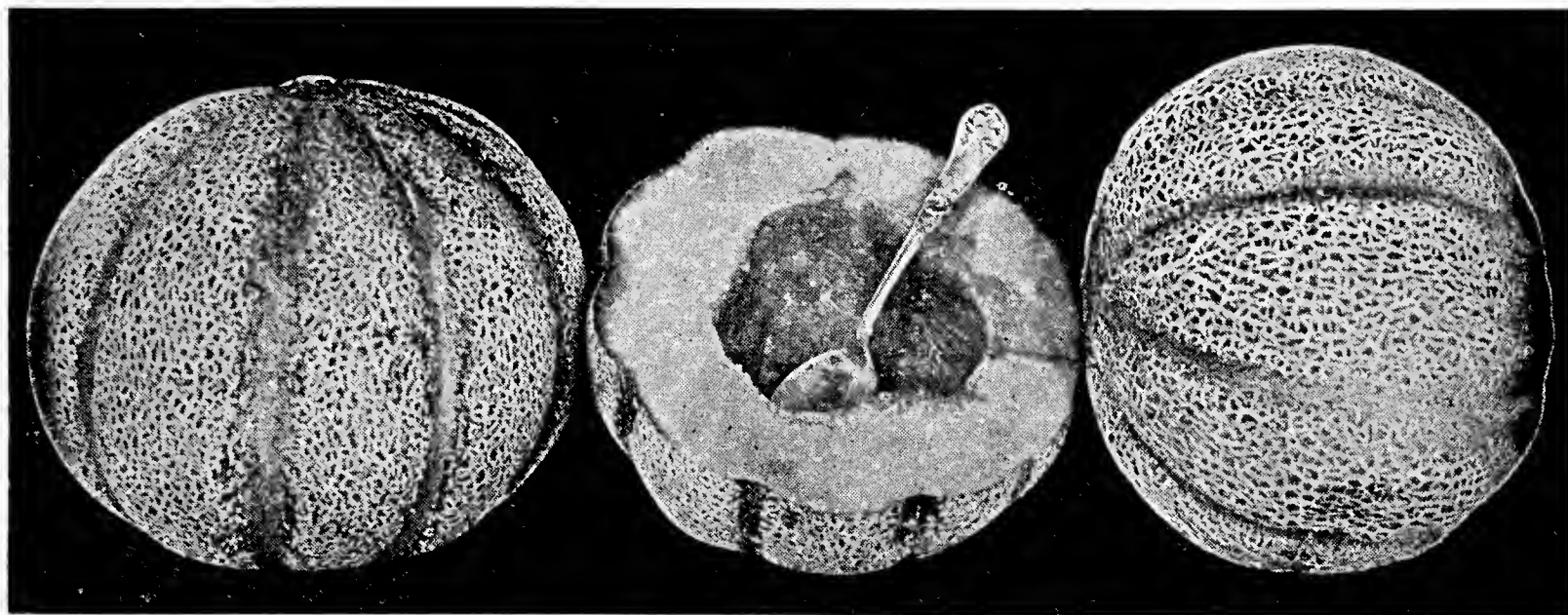
LONG'S Water Melons

For Larger Lots See Page 16



PRICES: All Water Melons, Pkt. 5c; Oz. 10c.

- V92. KLECKLEY'S SWEET.** The skin is dark green, flesh bright scarlet, ripening close to the skin. Solid heart does not crack open when ripe. Sweet and sugary.
- V93. TOM WATSON.** Similar to Kleckley's Sweet, but still larger, and firmer.
- V94. ICE CREAM.** Fine, very sweet, early melon for home, or home market. Will not stand shipping.
- V95. IRISH GRAY.** Large, long melons with gray skin. Flesh firm, crisp and sweet. shell tough.
- V96½. STONE MOUNTAIN.** A new round melon having red flesh and free from stringiness. Very productive and excellent for home use.
- V84. COLORADO CITRON.** Used for preserves. Pkt. 5c; oz. 15c; ¼ lb. 35c.



Greeley Wonder Melon—"Sweet as Honey"

PRICES: All Musk Melons and Cantaloupes, except Nos. V81 and V91, Pkt. 5c; Oz. 10c.

V80. ROCKY FORD. The original well-known green, meated strain.

V81. HALE'S BEST. One of the newest and very best of the Rocky Ford type Cantaloupes. Larger than other strains, yet about 10 days earlier. The salmon-colored flesh is fine grained and of excellent flavor. Good keeper and shipper. Pkt. 10c; oz. 15c.

V83. POLLOCK No. 10-25, SALMON TINT. Another Rocky Ford cantaloupe. Heavily netted; cut with golden center.

V85. EMERALD GEM. Small, early salmon flesh melon, fine grained and sweet. Not a shipper.

V86. BURRELL'S GEM. Larger, longer and firmer than Emerald Gem. Rather late.

V88. HONEY DEW. Same as V89, but flesh salmon.

V89. HONEY DEW. Large late melon that ripens after being picked and stored, if fails to mature in field. Green flesh.

Banana Muskmelon

V88½. BANANA MUSKMELON. The fruits are banana shape and have a banana-like flavor. Thick salmon flesh.

V90. GARDEN LEMON. Very small. For pickles and preserves. Pkt. 5c; oz. 20c.

(For larger lots of Water Melon and Musk Melon see page 16.)

Greeley Wonder Melon

V91. Originated near Greeley, Colorado. Named and introduced by myself. Although earlier than the well-known Rocky Ford, it is ever so much larger, has finer flavor, weighs 5 to 8 pounds, with record of 12 to 15 pounds at times. Has the right of way on the Northern Colorado melon market. Does well wherever melons are grown. Salmon flesh. Pkt. 10c; oz. 15c; ¼ lb. 40c; 1 lb. \$1.25; 2 lbs. \$2.40; 3 lbs. \$3.15; 4 lbs. \$4.40; 5 lbs. \$5.00, prepaid.

Mustard

V123½. OSTRICH PLUME. Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 10; ¼ lb. 25c; 1 lb. 70c, prepaid.

Okra, or Gumbo

The green pods are used in soups, to which they impart a rich flavor. Sow in open garden but not until ground is warm. Thin to 10 inches. Pkt. 5c; oz. 15c; ¼ lb. 40c.



Parsley

Culture: Soak seed in tepid water a few hours before planting. Cover ½ inch.

V125. DARK MOSS CURLED. Fine for garnishing. Pkt. 5c; oz. 10c; ¼ lb. 30c.

LONG'S Parsnips



Culture: Sow early in deep mellow soil, pressing soil after planting.

V126. HOLLOW CROWN. Pkt. 5c; oz. 10c; ¼ lb. 25c; 1 lb. 70c; 5 lbs. \$3.00, prepaid.

Don't Kill the Cops

If Mr. Toad is found in your garden, don't harm him, but treat him as a friend, for he is your friend, arresting and executing garden criminals.

If your sweet peas or pansies seem sick and you find lady bugs on them, don't jump at conclusions. It's lice or aphids that have injured your plants, and the lady bugs are there trying to exterminate the pests.

LONG'S ONIONS, For Home and Market

Here's That Early Golden Yellow Colorado Onion
Mountain Danvers—Franklin's Improved Strain

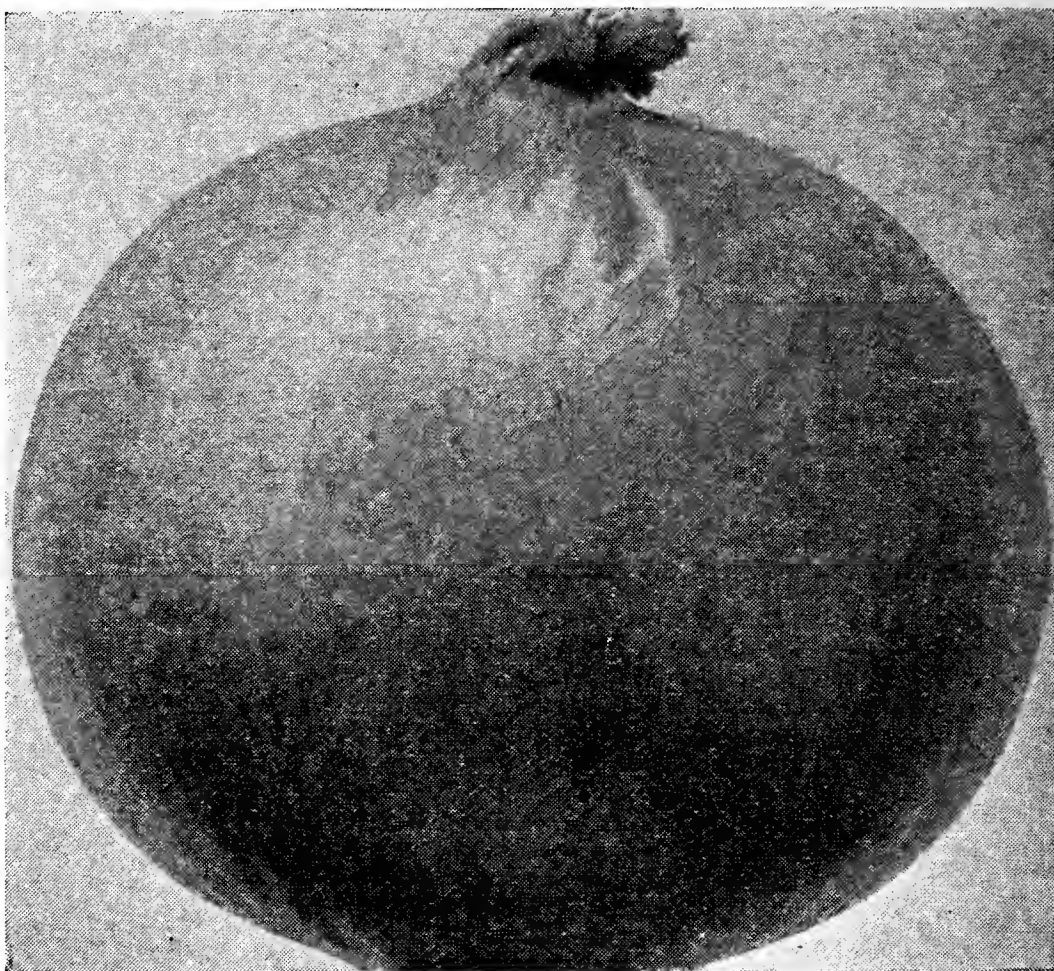
V103. Improved Mountain Danvers is extra early, often being ready for market when prices are highest. Also one of the best main crop kinds, keeping and shipping especially well.

Improved Mountain Danvers insures a crop in many localities where season is short and ordinary kinds would not make good. Yet it is also meeting with much favor in lower altitudes. In some localities it has been grown to weigh a pound, record yields of 600 sacks to the acre being made under ideal conditions over on the Western Slope in Colorado, where this onion originated.

The rich, golden yellow onions, developed by A. L. Franklin, are ideal globe shape, nearly as round and sound as baseballs. Necks thin.

Price for true Improved Mt. Danvers seed: Pkt. 10c; oz. 25c.

For Larger Lots of Mt. Danvers See Page 16.



Mountain Sweet Spanish

V107. One of the finest, largest and best keeping of the Sweet Spanish types, Mountain Sweet Spanish is the result of continued mountain growing of the Riverside Sweet Spanish. An excellent variety for shipping or storing for winter use. The onions are **very large globes** and yield an enormous crop per acre. The flavor is sweet and mild. Pkt. 15c; oz. 25c.

For Larger Lots of Mountain Sweet Spanish See Page 16

Riverside Sweet Spanish

V108. An American-grown strain of the famous Spanish variety, called Valencia; also Riverside. The bronze-yellow globe onions are larger and better than Prize-Taker. Heavy yielder. Good keeper. Pkt. 10c; oz. 20c.

For Larger Lots Riverside Sweet Spanish See Page 16

V106. YELLOW GLOBE DANVERS. Well described by its name, yellow globe. Pkt. 5c; oz. 15c.

V99. RED WETHERSFIELD. Large flat red. Southport Red Globe is better. Pkt. 5c; oz. 10c.

V96. SELECT PRIZE-TAKER. Big yellow. Flesh white and milder than many other varieties. Pkt. 5c; oz. 15c.

V102. WHITE SILVERSKIN. (Also called White Portugal and White Danvers.) Produces good medium sized bulbs. Is early, mild and long keeper. Pkt. 5c; oz. 20c.

V97. IDEAL WHITE GLOBE. Pure white, long keeping onion. Pkt. 5c; oz. 20c.

V104. SOUTHPORT RED GLOBE. Leading money maker for growers in some sections. Pkt. 5c; oz. 15c.

V101. EARLY BARLETTA. An early white variety used for pickling. Plant very thick. Pkt. 5c; oz. 20c.

For Larger Lots See Page 16

Strong Talk About Mild Onions

One thing I never do is to promise anyone that a certain onion is very mild. Some kinds naturally milder than others, but any likely to be hot. Depends a lot on how grown. If growth is rapid, with plenty of water, the onions will be milder than if plants stunted, growth slower, and water insufficient. Some customers report that they find Mountain Sweet Spanish milder than other kinds. But why a mild onion anyhow? If want something real mild, eat an egg plant, or mushroom.

In growing onions for market, use discretion. Don't grow too many of the Crystal White Wax produced from onion plants. They are

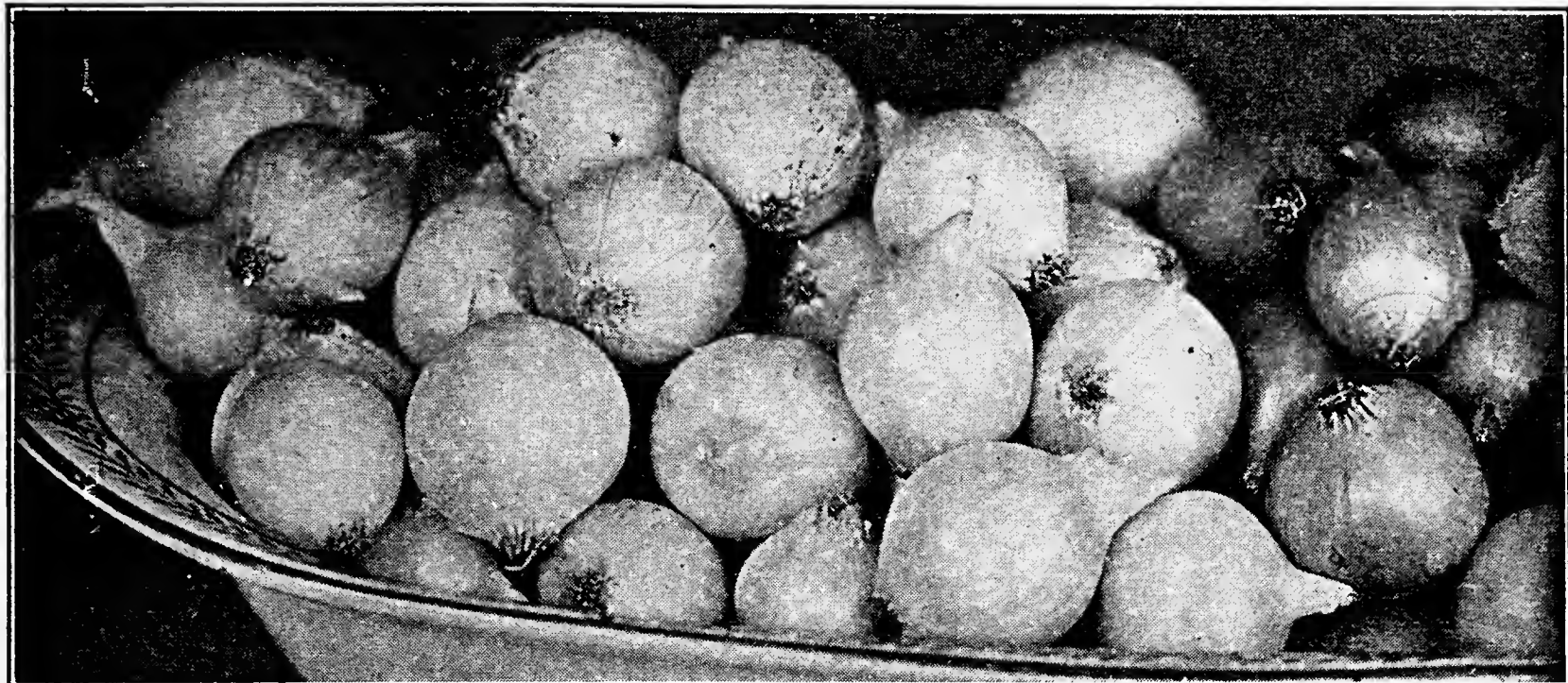
fine, but the onions must be marketed soon after matured. Cannot be kept for rise in price like the standard sorts grown from seed, such as Southport Globes, Silverskin, Danvers, Mt. Danvers, and Mt. Sweet Spanish.

A COMMON ONION ERROR

According to Webster:

Scullion is a menial kitchen servant who washes kettles, scrubs floors, and the like. **Scallion** is a shallot, leek, or other onion that does not form a round bulb, hence, also an onion that has failed to make a slender, well-ripened neck, a thick-neck.

LONG'S Colorado Grown "Hand-Polished" Onion Sets



LONG'S Regular Sets

That's no joke. These sets are actually hand-polished, as they are rubbed by hand to remove all dirt, roots, tops and any other trash.

For a succession of fresh Green Table Onions, plant sets at different times, from early March until July.

Large Dry Onions for fall and winter use are easily raised from sets. Costs more than the plant from seed, but returns are quicker, and most of the tedious hand labor of thinning and weeding is obviated. Use the smaller size sets for growing large bulbs. Plant hazel or tiny size, not the larger unless you have to, as the smaller sets are cheaper even at higher price per quart and make better onions.

Prices for Regular Sets

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|---------------|----------|----------|----------|----------|----------|----------|
| YELLOW | | | | | | |
| 1 Quart ... | \$.18 | \$.19 | \$.21 | \$.24 | \$.26 | \$.28 |
| 4 Quarts ... | .64 | .68 | .76 | .84 | .92 | 1.00 |
| 8 Quarts ... | 1.20 | 1.38 | 1.44 | 1.60 | 1.76 | 1.92 |
| 16 Quarts ... | 2.30 | 2.46 | 2.78 | 3.10 | 3.42 | 3.74 |
| WHITE | | | | | | |
| 1 Quart ... | .20 | .21 | .23 | .25 | .27 | .29 |
| 4 Quarts ... | .75 | .79 | .87 | .95 | 1.03 | 1.11 |
| 8 Quarts ... | 1.40 | 1.48 | 1.64 | 1.80 | 1.96 | 2.12 |
| 16 Quarts ... | 2.70 | 2.86 | 3.18 | 3.50 | 3.82 | 4.14 |

All sets figured at 32 lbs. to bushel (1 lb. to quart).

LONG'S "Tiny" Onion Sets

The smallest of all Onion Sets, about the size of a large garden pea. You don't need to set them, just sow in a row like peas and cover about one inch. They make early green onions a little later than regular sets and much earlier than seed. They are especially valuable for growing large dry onions for winter use. Being so small you get all the way from 600 to nearly 1,000 Tiny sets to the quart. Crop matures earlier than onions from seed.

YELLOW TINY SETS: Pint 30c; qt. 50c; 2 qts. 90c; 4 qts. \$1.70; 8 qts. \$3.30, prepaid.

WHITE TINY SETS: Pint 40c; qt. 70c; 2 qts. \$1.25; 4 qts. \$2.40; 8 qts. \$4.20, prepaid.

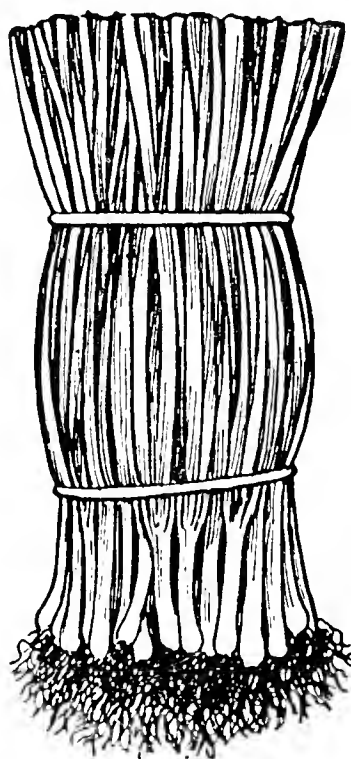
LONG'S Hazel Size Sets

Hazels are just like other bottom sets except that they run smaller in size. The smaller size not only gives you about twice as many sets to the quart as you get when buying ordinary size sets, but also gives you a better set, for this reason: A good many sets of the size usually sold will send up a seed stalk, which causes a hard, woody center.

But with Hazel Size Sets you rarely if ever have any trouble with seed stalks. They make the finest green onions and the best of matured bulbs, and the crop is ready for market before onions from seed come in.

Prices for Hazel Sets (About 300 to the Quart)

| | 2nd Zone | 3rd Zone | 4th Zone | 5th Zone | 6th Zone | 7th Zone |
|---------------------|----------|----------|----------|----------|----------|----------|
| YELLOW HAZEL | | | | | | |
| 1 Quart ... | \$.28 | \$.29 | \$.31 | \$.33 | \$.35 | \$.37 |
| 2 Quarts ... | .54 | .56 | .60 | .64 | .68 | .72 |
| 4 Quarts ... | 1.00 | 1.04 | 1.12 | 1.20 | 1.28 | 1.36 |
| 8 Quarts ... | 1.90 | 1.98 | 2.14 | 2.30 | 2.46 | 2.62 |
| 16 Quarts ... | 3.52 | 3.68 | 4.00 | 4.32 | 4.64 | 4.96 |
| WHITE HAZEL | | | | | | |
| 1 Quart ... | .35 | .36 | .38 | .40 | .42 | .44 |
| 2 Quarts ... | .66 | .68 | .72 | .76 | .80 | .84 |
| 4 Quarts ... | 1.20 | 1.24 | 1.32 | 1.40 | 1.48 | 1.56 |
| 8 Quarts ... | 2.20 | 2.28 | 2.44 | 2.60 | 2.76 | 2.92 |
| 16 Quarts ... | 4.16 | 4.32 | 4.64 | 4.96 | 5.28 | 5.60 |



LONG'S Onion Plants

CRYSTAL WHITE WAX.

The mildest of all white onions. Splendid to pull for green onions in early stages of growth. Produce large, fine crystal white mature onions of large size; ripen very early, usually bringing top price of the season for early fall delivery.

Tied in bundles of approximately 100 plants to the bunch. 2 bunches (smallest quantity packed) 45c; 6 bunches \$1.00; 14 bunches \$2.00; 30 bunches \$4.00; 60 bunches \$7.00, prepaid within 4th zone only.

Popular, Profitable Peas for Particular Planters

Large, Long, Luscious Laxtonian. Early, Too.

V406. This big, long podded variety is as early as the small American Wonder, and only a little later than Alaska. Pods long, vines short. Peas are large, wrinkled, sweet, running 7 to 10 in a pod. Vines require no staking; rows may be planted close, to economize space; peas easily gathered by the handful, and the shelling of a mess is a short job, on account of the size of pods and peas. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

Montana-Grown Early Giant Pod "Blue Bantam"

V408. Nothing small or "Bantam" about this pea but the vines, which run 12 to 16 inches according to season, soil, water and cultivation. But the PEAS! Fine big pods, usually well-filled, with large and luscious peas. Similar to Laxtonian. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

Favorite Dwarf Variety for Second Early

V418. DWARF TELEPHONE. A second early pea with short to medium vine, but pods and peas nearly as large as Laxtonian. Just a little later than Laxtonian. One of the best. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

Seven Other Good Kinds

V410. ALASKA. Early smooth pea, standing early planting, but hard to sell after the larger sorts come in a little later. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V412. AMEER, or GIANT ALASKA. Almost as early as Alaska, but larger. Smooth seeded. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V422. EDIBLE POD. Dwarf Gray Sugar. Pods as well as peas are cooked, like snap beans. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

V426. EVERBEARING (Bliss). A later sort that continues bearing for a long time. Pkt. 5c; ½ lb. 15c; lb. 25c, prepaid.

V428. GRADUS. Called also Early Telephone. Tall vines, large pods and peas. Pkt. 10c; ½ lb. 15c; lb. 25c, prepaid.

V432. LITTLE MARVEL. Early; vine short; pods not large, but always packed tight. Pkt. 10c; ½ lb. 18c; lb. 30c, prepaid.

V436. TALL TELEPHONE. Very tall; pods very large. Pkt. 10c; ½ lb. 18c; lb. 30c.

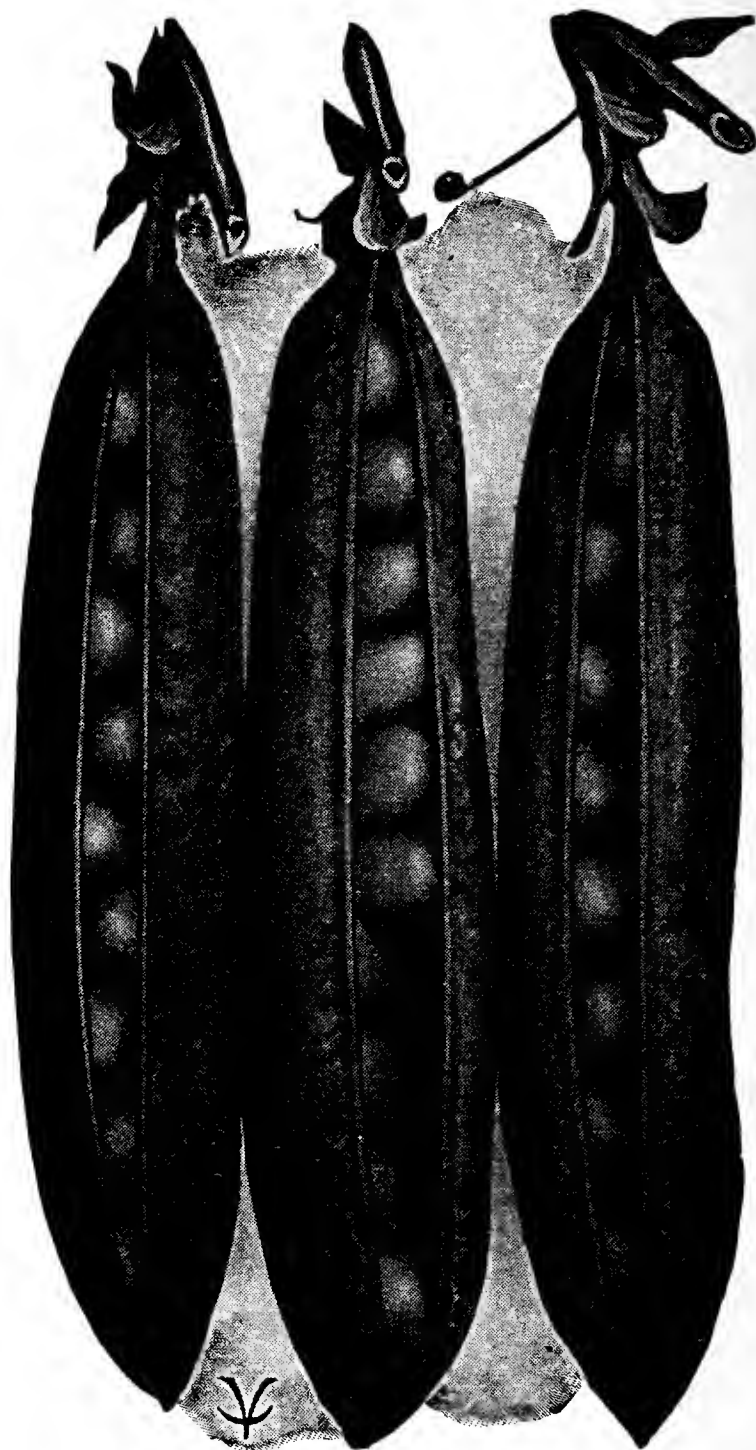
Culture Suggestions: Peas grow and attain the stage just fine for "green peas" with so little care that they should be planted liberally. The plants store nitrogen in the soil for the crop to follow, and there is plenty of time to grow radishes, turnips, lettuce, beets, etc., after the peas have been used.

Bear this in mind. The smooth varieties, like Alaska and Ameer, may be planted very early, even in February if soil permits. They seldom, if ever, rot in the cold wet ground. Because of this these kinds are valuable. They deliver the goods early. But the wrinkled kinds—Laxtonian, Blue Bantam, Dwarf Telephone—in fact, all the others in my list, are sweeter and should be planted fairly early. A long spell of cold wet weather in early spring may cause the seed to rot, but this seldom happens. Your largest plantings should be of these wrinkled, sweeter kinds.

Peas thrive best in the cooler early months of the season, and do not do very well from late plantings. Beans like hot weather but peas prefer it cooler. So plant liberally early in spring.

Sow rather thick, using a pound to about 125 feet of row, though thinner may be best if shy on moisture.

For Larger Lots See Page 16



Theoretically, if you plant extra early, medium and late varieties of peas at the same time you will have a succession, one variety maturing after an earlier kind has come and gone. But in practice it doesn't always work out this way. Too many are likely to come on at about the same time. Better make some plantings a little later, sowing the extra early ones first. Try Ameer (Giant Alaska) planted just as early as the ground can be worked nicely. Then a little later, and when ground is warmed up somewhat, plant Laxtonian or Blue Bantam. In a week or so put in some Dwarf Telephone or some other medium to late varieties.

Would You Chew Wood?

You'd have a fit if the Missus would serve kindling and twine with your radish, turnips, beets, snap beans, etc. Yet many times these are served old and tough, and full of woody fibre and stringy entanglements. To avoid this, use vegetables when young and tender. To have them so when wanted, **plant often.** Don't think of planting radish, beets, beans only once. Plant every few weeks and see how nice it is to have them crisp, juicy and tender.

LONG'S

Peppers

Culture: Sow $\frac{1}{4}$ in. deep in hotbed or shallow boxes. Follow same suggestions given above for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches, after late frosts.



- V127. RUBY KING.** Large sweet pepper. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 45c.
V128. CHINESE GIANT. Larger than Ruby King. Mild. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 45c.
V129. LONG RED CAYENNE. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c. "Full of pep."
V129½. RED CHILI. Small, red, very hot. Pkt. 5c; $\frac{1}{2}$ oz. 25c; oz. 45c.

V130. PIMIENTO. Mildest of all peppers. Pkt. 10c; $\frac{1}{2}$ oz. 30c; oz. 60c.

V131. NEAPOLITAN. Early. Fruit grow upright. Pkt. 5c; $\frac{1}{2}$ oz. 20c; oz. 40c.

Three Fine Giant Peppers

V121. HARRIS EARLY GIANT. Earliest of all giant peppers. Enormous fruits nearly 5 inches high and $3\frac{1}{2}$ inches through. The deep green peppers turn to brilliant red. Flesh thick and of sweet, pleasant flavor. Fruits begin setting when plants are quite small. Valuable for home or market. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 45c; $\frac{1}{4}$ lb. \$1.40.

V122. WORLD BEATER. A cross between Chinese Giant and Ruby King, having earliness of latter and size of the former. Flesh thick and mild. Very productive. Pkt. 10c; $\frac{1}{2}$ oz. 25c; oz. 40c; $\frac{1}{4}$ lb. \$1.30.

V123. CALIFORNIA WONDER. Similar to Chinese Giant, with remarkably crisp, tender and sweet flesh $\frac{1}{4}$ to $\frac{3}{8}$ inch thick. Flavor like that of Pimientos. Shape uniformly good. Not lopsided. Base level. Ideal for stuffing. Be sure to try this. Pkt. 10c; $\frac{1}{2}$ oz. 35c; oz. 60c; $\frac{1}{4}$ lb. \$1.80.

Rhubarb, or Pie Plant

Sow the seed in spring, and transplant where wanted the following spring. Pkt. 5c; oz. 20c.

RHUBARB ROOTS. Each 25c; 3 for 60c; 6 for \$1.00, prepaid.

LONG'S Pumpkins

For larger lots see page 16.

- V132. SMALL SUGAR.** The good old yellow pie pumpkin. Pkt. 5c; oz. 10c.
V133. LARGE FIELD. Pkt. 5c; oz. 10c.
V134. KING OF MAMMOTHS. Largest of all pumpkins, yet good for pies as well as for stock. Pkt. 10c; oz. 15c.

LONG'S Best Rutabaga



V175. AM. PURPLE

TOP. Color purple above and yellow under the ground. Flesh yellow and solid; few leaves and small neck. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 70c; 2 lbs. \$1.20; 3 lbs. \$1.65; 5 lbs. \$2.50, prepaid.

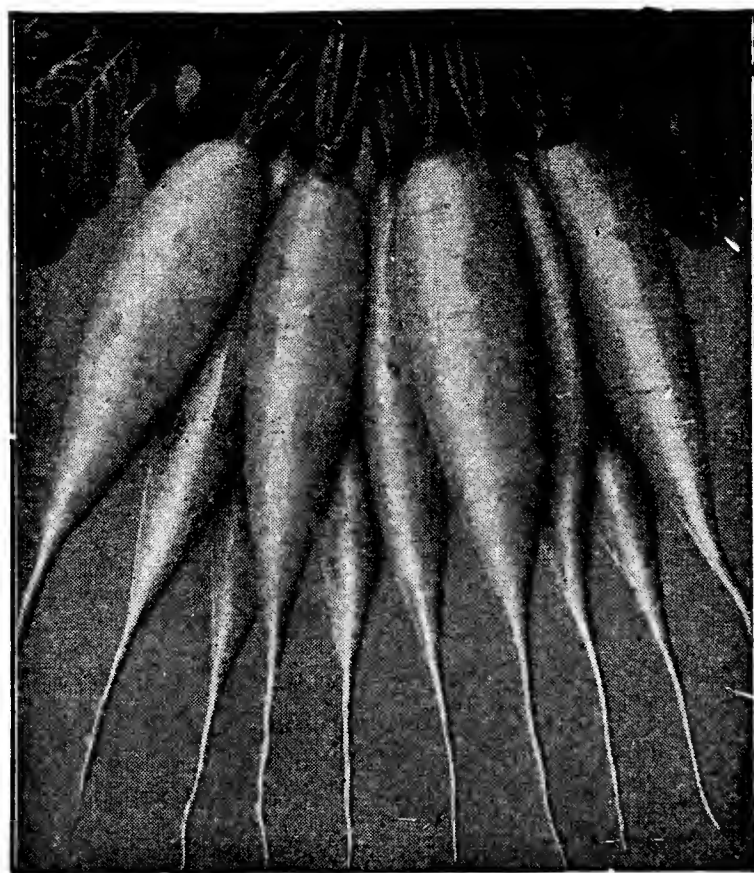
Rutabagas require longer to mature a crop than is needed for turnips. Better plant rutabagas before July 1st most sections. But turnips may be sown from early spring until August. Keep fresh supply coming.

LONG'S Crisp Radishes for Home and Market

For Larger Lots See Page 16

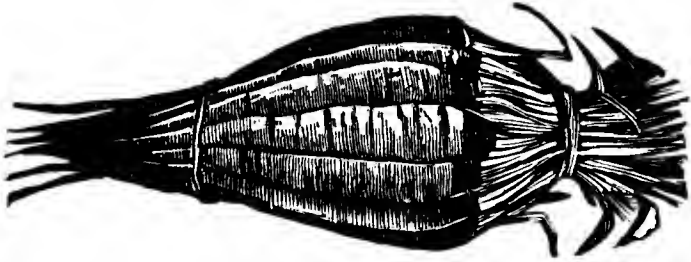
PRICES: All Radishes at, pkt. 5c; oz. 10c.

- V135. EARLY SCARLET TURNIP, WHITE TIP (Sparkler strain).** Quick growing, very attractive for bunching account rich red color, except bottom, which is white.
V137. GLASS, or CINCINNATI MARKET. Corresponds to Icicle, but color is red. The best long red.
V138. FRENCH BREAKFAST. Half long type. Red, shading to white at base. Soon gets pithy.
V139. SAXA. Exceedingly early bright scarlet round radish, with few leaves. Flesh snow white; mild. Follow with Crimson Giant, which is a little later and keeps tender long time.
V140. WHITE STRASBURG. Similar to Icicle but larger and later.
V141. CRIMSON GIANT. Here's a hummer! Round, bright red, growing quickly to bunching size, but will keep right on growing to large size without losing its crispness. I plant Crimson Giant and Icicle from early spring until September and we have fresh, crisp radishes all summer and until late in fall.
V142. CHINESE ROSE (Winter). Pink, oval or half long.
V143. WHITE CHINESE (Winter). Very large, mild and juicy. Extra fine.



V136. WHITE ICICLE. The name just fits. Is one of the earliest long radishes, good for sowing every few weeks from early spring until September.

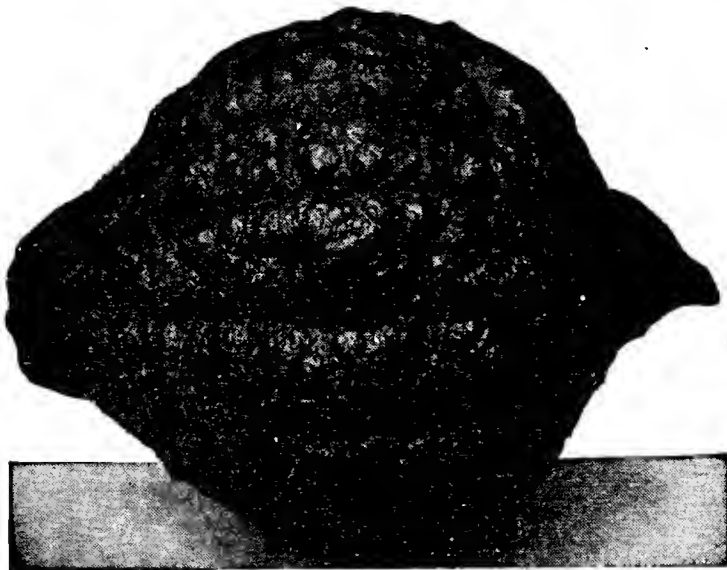
Salsify (Vegetable Oyster)



V176. Good substitute for oysters. Sow where may remain until late in fall, or may be left in ground and dug as needed in winter. Pkt. 5c; oz. 20c; $\frac{1}{4}$ lb. 60c; lb. \$1.80.

LONG'S Squash

For Larger Lots See Page 16



V149. TRUE HUBBARD. The good old green, solid, hard shell, long keeping, fine flavored kind that melts in your mouth. Pkt. 10c; oz. 15c.

V150. SWEET POTATO. (Pike's Peak or Sibley.) Large oval squash, tapering at blossom end. Skin olive-green. When baked, resembles sweet potatoes. Pkt. 5c; oz. 10c.

V151. DELICIOUS. Varies in form and color, but always good. Pkt. 5c; oz. 10c.

V152. WHITE BUSH SCALLOPED. For summer use. Pkt. 5c; oz. 10c.

V153. GIANT CROOKNECKED. Best of summer squashes. Pkt. 5c; oz. 10c.

V148. BANANA. As name implies, this is a long squash. When baked the thick golden meat is indeed delicious. Pkt. 5c; oz. 10c.

V148 $\frac{1}{2}$. NEW TABLE QUEEN. Small but very prolific. Size 5 to 6 in. long; 4 to 5 in. across. Flavor splendid. Table Queen usually has thin, dark green shell, but color varies. Can be baked or boiled in 20 minutes. Served in halves, it is most attractive and delicious. Early, yet stores well. Pkt. 10c; oz. 15c; $\frac{1}{4}$ lb. 40c; lb. \$1.20.

DESTROYING SQUASH BUGS

"The squash bugs, like chickens, come home to roost. I found that in the early morning a very small area contained millions of them, so I hit on the plan of killing them with a blue flame gasoline torch, such as electricians use for soldering. In about an hour I killed about 98 per cent of all I had and have not seen a colony in years, and scarcely ever see a single bug. There was no damage to the plants, as the bugs fall on the ground as soon as they feel heat and hear noise."—H. J. Baldwin, Minnesota.

LONG'S Spinach

For Larger Lots See Page 16



V145. BLOOMSDALE, SAVOY LEAVED. One of the best early varieties. Pkt. 5c; oz. 10c.

V146. MONSTROUS-LEAVED VIROFLAY. Vigorous growing early kind with large, thick, dark green leaves. Pkt. 5c; oz. 10c.

V147. "KING OF DENMARK" SPINACH. Does not run to seed as quickly as some kinds. Makes a quick growth of dark green leaves, large and attractively crumpled. Pkt. 5c; oz. 10c.

LONG'S "3-in-1" Vegetables

Swiss Chard



SWISS CHARD—Alias Spinach Beet, Asparagus Beet, "Chicken's Delight." Leaves may be cooked for "greens" like spinach. The stalks may be cut lengthwise and crosswise, the quartered pieces then boiled and served in butter or milk dressing like asparagus. Grow plenty and feed surplus to the chickens. They like Swiss Chard and thrive on it. **Don't dig up the root or cut off all the top.** Pull off the outside stalks. Others will keep forming from heart of plant. Grows in hot weather when spinach lies down on the job. Stands a lot of freezing in fall and still keeps growing. Really a wonderful vegetable. Pkt. 5c; oz. 10c; $\frac{1}{4}$ lb. 25c; lb. 90c, prepaid.

LONG'S Select Tomatoes

No Tomato Plants by Mail.

Culture: Sow the seed in boxes in the house or in hot bed 6 to 8 weeks before time to set out. **Tomato seed must be kept warm** to start it. (Same with pepper seed.) If come up thick, thin at once. When plants have 5 leaves transplant to shallow boxes or cold frames. Set plants 3 to 4 inches apart. Gradually harden them off by exposing to outdoor air to get stalky, sturdy plants.

Set plants deep in garden or field, about three feet apart.

V154. EARLIANA. Is somewhat small, but earliest of all. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. 90c; lb. \$3.50.

V154½. EARLIANA (Special Strain). Seed saved from finest globe-shaped tomatoes of earliest maturity. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

V155. BONNY BEST. Bright scarlet. Few days later than Earliana, but larger and smoother. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

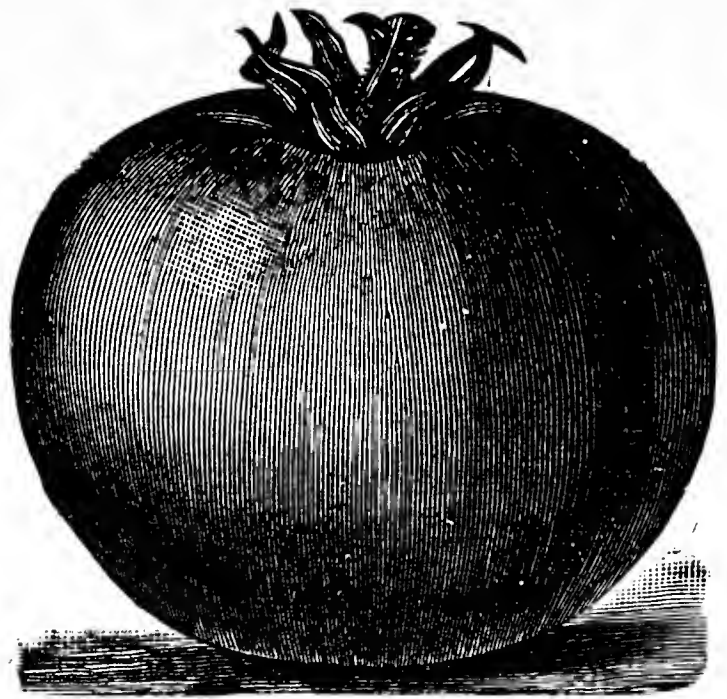
V156. CHALK'S EARLY JEWEL Deeper red than Earliana, larger and very good. Pkt. 5c; ½ oz. 25c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.

V157. LIVINGSTON'S BEAUTY. Medium early, smooth, prolific, purplish red. Standard main crop variety. Pkt. 5c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.00; lb. \$3.50.

V158. MARGLOBE. Large, smooth, solid, bright red tomato especially resistant to rust and wilt. Developed by Prof. Pritchard of U. S. Dept. of Agriculture. Select seed. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

V162. PONDEROSA. Largest of all tomatoes, sometimes rough, few seeds. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40.

V163. JOHN BAER. Extra early scarlet. Big yielder. Highly recommended by our Agricultural College. Pkt. 5c; ½ oz. 20c; oz. 35c; ¼ lb. \$1.00; lb. \$3.50.



LONG'S Early Red Head

V160. RED HEAD is a "Red that is Red," real early tomato of medium size, almost round, solid and smooth and of good flavor. Sets heavy, and keeps right on bearing during the whole season. Pkt. 10c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.40; lb. \$4.80.

V163½. JOHN BAER (Special Strain). Result of year's selecting to obtain earliest and best fruits of this variety. Pkt. 10c; ½ oz. 30c; oz. 50c; ¼ lb. \$1.50.

V164. YELLOW PEAR. Small pear-shaped tomato for preserving. Pkt. 5c; ½ oz. 25c; oz. 45c; ¼ lb. \$1.20.

V165. GROUND CHERRY (Husk Tomato). Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; ½ oz. 25c; oz. 45c.

Seldom anything gained, often time lost, by setting tomato and pepper plants out before ground and weather warm.



LONG'S Turnips

Culture: Turnips do best in rich, loose soil, but thrive under less favorable conditions. May be sown from early spring until August. For main crop for winter use, sow in July.

V169. EARLY SNOW-BALL. Small, pure white, round, extra early; very tender and sweet. Ideal early table turnip.

V170. EXTRA EARLY PURPLE TOP MILAN. The earliest of all turnips. Medium size. Somewhat flat.

All Turnip Seed at: Pkt. 5c; Oz. 10c.

V171. EXTRA EARLY WHITE MILAN. Similar to V170, but pure white.

V172. PURPLE TOP STRAP LEAVED. Purple Top Globe is better.

V173. WHITE EGG. Quick growing, egg-shaped, pure white variety, for spring or summer growing. Good size.

V174. PURPLE TOP GLOBE. Similar to White Egg in shape but with purple top.

V174½. AMBER GLOBE. Same shape as White Egg, but color nearly yellow.

For Larger Lots See Page 16

LONG'S Tomato-Pepper

V166. A "What-is-it?" vegetable of fine flavor, combining the qualities of pepper and tomato. Claimed by some a cross; by others a very mild pepper. Pkt. 10c.

"Keep the Ball a-Rolling"

The old idea with many folks was to have one big spring gardening spasm, followed by spasmodic cultivation, and let it go at that. But now, with garden space so valuable, and produce from the garden so expensive, and also more appreciated when it is fresh, we are learning how to get the greatest efficiency from our gardens.

Companion and succession crops are planned, to use space to best advantage and for as long a portion of the season as possible. Companion crops are early and late maturing kinds grown in alternate rows, so that when the early crop is off the late one may occupy the whole space for balance of the season. For instance, early radish, beets, lettuce, may go between rows of cabbage, tomatoes, squash or melons.

Succession crops are those following each other. The ground used for green onions from sets, radish, lettuce or early peas, may be used after these crops are off for celery, late sweet corn, beans or turnips. Two, three or even four crops of some things may be grown one after the other in a season.

LONG'S Larger Lots at Lower Prices

Everything, except Peas, Beans and Sweet Corn, is priced prepaid. In ordering Peas, Beans and Sweet Corn, if wanted by parcel post, add for each pound: 1c for 2nd zone; 2c for 3rd; 4c for 4th; 6c for 5th; 8c for 6th; 10c for 7th; 12c for 8th. I will pay additional postage. (Your postmaster will give you the correct zone.) 25 pounds or more often cheaper by express than parcel post. You pay express when goods arrive. Less than 100 pounds by freight may cost as much as express.

BEANS: (Not Prepaid. See above.)

Brittle Wax: 5 lbs. for \$1.00; 10 lbs. for \$1.80; 25 lbs. for \$4.00; 50 lbs. for \$7.50; 100 lbs. for \$14.00. (Plus postage if mailed.)

Golden Wax, Stringless Green Pod, Ky. Wonder, Henderson Lima: 5 lbs. for 90c; 10 lbs. for \$1.70; 25 lbs. for \$3.75; 50 lbs. for \$6.50; 100 lbs. for \$12.00. (Plus postage if mailed.)

Burpee's Bush Lima: 5 lbs. \$1.60. (Plus postage if mailed.)

Cream Butter (Aztec): 5 lbs. \$1.20; 10 lbs. \$2.20. (Plus postage if mailed.)

BEETS: (Prepaid)

All Beets: $\frac{1}{4}$ lb. 25c; lb. 70c; 2 lbs. \$1.35; 3 lbs. \$1.95; 5 lbs. \$3.20; prepaid.

CABBAGE: (Prepaid)

Copenhagen Market and Danish Roundhead, select seed: $\frac{1}{4}$ lb. 70c; lb. \$2.20; 2 lbs. \$4.00; 3 lbs. \$5.85; 5 lbs. \$9.00, prepaid.

Danish Roundhead Cabbage Special Stock

Commercial growers demand the very best Danish grown seed of this main crop market variety, Roundhead (Short Stem Hollander). To supply this demand I have arranged with my Danish grower to ship me their best stock in **SEALED BAGS** of one pound and larger lots. You get this seed in the **original bags**, just as put up and sealed by one of the most dependable growers in Copenhagen, Denmark. My other Cabbage stocks are good, too. But this in sealed bags, from Denmark to you, is my idea of what my most particular planters desire. Prices: Lb. \$2.40; 2 lbs. \$4.50; 3 lbs. \$6.45; 4 lbs. \$8.40; 5 lbs. \$10.00; 10 lbs. \$18.50, prepaid.

Specify **SEALED BAGS** when ordering this stock of Danish Roundhead.

CARROT: (Prepaid)

All Carrots: $\frac{1}{4}$ lb. 40c; lb. \$1.30; 2 lbs. \$2.40; 3 lbs. \$3.45; 5 lbs. \$5.50, prepaid.

SWEET CORN: (Not prepaid. See above.)

All varieties: 5 lbs. 90c; 10 lbs. \$1.70; 25 lbs. \$4.00. (Plus postage if mailed.)

POP CORN: (Not prepaid)

Japanese Rice and Dynamite: 5 lbs. 90c; 10 lbs. \$1.70. (Plus postage if mailed.)

White Rice and Mammoth White Spanish: 5 lbs. 70c; 10 lbs. \$1.20. (Plus postage if mailed.)

CUCUMBER: (Prepaid)

All except V67 and V66: $\frac{1}{4}$ lb. 25c; lb. 80c; 2 lbs. \$1.55; 3 lbs. \$2.25; 5 lbs. \$3.50, prepaid.

LETTUCE: (Prepaid)

New York and Mignonette. See page 8.

All other Lettuce: $\frac{1}{4}$ lb. 30c; lb. 90c; 2 lbs. \$1.70; 3 lbs. \$2.40; 5 lbs. \$3.90, prepaid.

MUSK MELON: (Prepaid)

Greeley Wonder. See page 8.

Hale's Best: $\frac{1}{4}$ lb. 35c; lb. \$1.00; 2 lbs. \$1.80; 3 lbs. \$2.55; 5 lbs. \$4.00, prepaid.

All other Musk Melons: $\frac{1}{4}$ lb. 30c; lb. 90c; 2 lbs. \$1.60; 3 lbs. \$2.25; 5 lbs. \$3.50, prepaid.

WATER MELON: (Prepaid)

All varieties: $\frac{1}{4}$ lb. 25c; lb. 75c; 2 lbs. \$1.40; 3 lbs. \$1.95; 5 lbs. for \$3.20; 10 lbs. \$6.00, prepaid.

ONION: (Prepaid)

Barletta, Red Wethersfield, Prize Taker, So. Red Globe, So. Yellow Globe, Yellow Globe Danvers: All, $\frac{1}{4}$ lb. 50c; lb. \$1.50; 2 lbs. \$2.90; 3 lbs. \$4.20; 5 lbs. \$6.80; 10 lbs. \$13.00, prepaid.

Silverskin and Ideal White Globe: $\frac{1}{4}$ lb. 60c; lb. \$2.00; 2 lbs. \$3.80; 3 lbs. \$5.55; 5 lbs. \$9.00, prepaid.

Mountain Danvers, Imp.: $\frac{1}{4}$ lb. 60c; lb. \$1.90; 2 lbs. \$3.70; 3 lbs. \$5.40; 5 lbs. \$8.75; 10 lbs. \$17.00, prepaid.

Mt. Sweet Spanish: $\frac{1}{4}$ lb. 90c; lb. \$2.80; 2 lbs. \$5.40; 3 lbs. \$7.80; 5 lbs. \$12.75; 10 lbs. \$25.00, prepaid.

Riverside Spanish: $\frac{1}{4}$ lb. 80c; lb. \$2.50; 2 lbs. \$4.90; 3 lbs. \$7.20; 5 lbs. \$11.50; 10 lbs. \$22.50, prepaid.

PEAS: (Not prepaid. See above.)

Alaska, Ameer, Everbearing, Gradus: 5 lbs. 80c; 10 lbs. \$1.50; 25 lbs. \$3.50. (Plus postage if mailed.)

Blue Bantam, Dwarf Telephone, Edible Pod, Laxtonian, Little Marvel, Tall Telephone: 5 lbs. \$1.00; 10 lbs. \$1.75; 25 lbs. \$4.00. (Plus postage if mailed.)

PUMPKIN: (Prepaid)

Sugar: $\frac{1}{4}$ lb. 25c; lb. 65c; 5 lbs. \$3.00.

Field: $\frac{1}{4}$ lb. 25c; lb. 60c; 5 lbs. \$2.75.

King of Mam.: $\frac{1}{4}$ lb. 35c; lb. \$1.20.

RADISH: (Prepaid)

All Radish seed at: $\frac{1}{4}$ lb. 25c; lb. 75c; 2 lbs. \$1.35; 3 lbs. \$1.95; 5 lbs. \$3.20; 10 lbs. \$6.00, prepaid.

SPINACH: (Prepaid)

All Spinach at: $\frac{1}{4}$ lb. 15c; lb. 40c; 2 lbs. 75c; 3 lbs. \$1.10; 5 lbs. \$1.75; 10 lbs. \$3.40, prepaid.

SQUASH: (Prepaid)

True Hubbard: $\frac{1}{4}$ lb. 40c; lb. \$1.40; 2 lbs. \$2.70; 3 lbs. \$4.00; 5 lbs. \$6.50; 10 lbs. \$12.75, prepaid.

Table Queen: See page 14.

All other Squash: $\frac{1}{4}$ lb. 30c; lb. 90c; 2 lbs. \$1.70; 3 lbs. \$2.40; 5 lbs. \$3.90; 10 lbs. \$7.50, prepaid.

TURNIP: (Prepaid)

All Turnips: $\frac{1}{4}$ lb. 25c; lb. 70c; 2 lbs. \$1.20; 3 lbs. \$1.65; 5 lbs. \$2.50; 10 lbs. \$4.60, prepaid.

GLADIOLUS

LONG'S WHOLESALE GLADIOLUS PRICE LIST

(Not Prepaid, but F. O. B. Boulder)

See List Other Side This Sheet

Certain varieties and sizes of Gladiolus bulbs, also bulblets, I have in large quantities, so can offer them at special Wholesale prices, as listed on this BLUE sheet. (See next page.)

These prices are f. o. b. Boulder, instead of prepaid. The prices in main catalog are prepaid to you.

Also, these very special Wholesale prices are for actual count. Of course, I'm likely to forget and slip in some overages anyhow, but the BLUE sheet offers do not carry the promise of "Long's long count" mentioned on page 18.

I recommend shipments by express. Except for short distances, and small packages, express is often cheaper than parcel post. A special second class rate applies to bulbs shipped by express. If by express, you pay express when package arrives.

But if you prefer parcel post shipment, then the postage will be collected when parcel is delivered. The postage is C. O. D. No accounts kept of postage.

When ordering from list on this BLUE sheet, please say F. O. B. Boulder.

Now if you order part from the PINK pages in catalog and part from the BLUE sheet, you can do this, if you care to: Let **all** come by express; you pay express on Glads ordered from PINK pages as well as from BLUE sheet.

Then to **MORE THAN OFFSET THE EXTRA EXPRESS**, I'll send you extra stock of the items ordered at prepaid prices, or, will send you extra Glads of some additional kinds, either your choice or mine, as you say. I'll be liberal, all right. Give me instructions as to what kinds and sizes to send, and leave the quantities to me. This applies to orders that total at least \$3.00 from PINK pages. Don't lose your sense of proportion, and ask for some rare Glads the value of which might be as much as the amount of the order, when suggesting something I shall send. Once in a while someone does that.

But don't think you **need** to have the prepaid items come at your expense, with extra stock to offset express. **That's just a suggestion.** I prepay, unless you otherwise instruct, all Glads listed and priced on the PINK pages. And, as promised, I treat you pretty liberally as to count and extras.

I'm not holding you to any certain amount you must order to take advantage of these BLUE sheet prices, but for your own advantage will say that less than, say, \$3.00 or so might not be an economical shipment for you to pay express or parcel post and C. O. D. for postage.

If your order from the BLUE sheet amounts to \$5.00 or more I will guarantee that the BLUE sheet prices plus express will not be more than the same items at prepaid prices. It will usually be less, of course, especially if a good size order. But if more, then I'll pay the difference if you let me know. (Get your neighbors to combine their orders with yours, to make up a good size order.)

Now about prepaid prices in last fall and this spring catalogs.

Owing to the fact that Prosperity still sulks "just around the corner," prices have been unsettled, with a downward tendency, since my early fall list was printed.

As promised, I sent so much extra stock when filling the fall orders, that my fall buyers have been well taken care of. If any of you who bought last fall have not found it so, please let me know.

I have made a few changes in my spring list, but, in the main, have let prices remain about as they were. That is, the prepaid prices. I shall continue to send such liberal extra helpings when filling your prepaid orders that you will, I feel sure, be happily surprised, and more than satisfied. "Leave it to me, JD."

Among the newer Glads I have the following kinds and sizes in such good sized lots that I can and will send you so many extras that you will be thankful you sent me the order for them.

BAGDAD. Nos. 1, 2, 3, 4.

BLUE DANUBE. Nos. 1, 2, 3, 4, 5, Blts.

BLUE TRIUMPHATOR. Nos. 1, 2, 3, 4, Blts.

FATA MORGANA. Nos. 1 and 2.

JUBILEE. Nos. 1, 2, 3.

KING ARTHUR. Nos. 1, 2, 3, 4.

LIBELLE. Nos. 1, 2, 3.

MAID OF ORLEANS. Nos. 1, 2, 3, 4, Blts.

MISS GREELEY. Nos. 1, 2, 3.

MOORISH KING. No. 1.

PICARDY. Nos. 1, 2, 3, 4, 5, Blts.

RAMESES. Nos. 1 and 2.

RED PHIPPS. Nos. 1, 2, 3, 4.

SCHWABEN GIRL. Nos. 1 and 2.

Of course, I'll not be stingy when filling orders for other kinds. But I happen to be lucky in having a nice lot of these, and thought you might wish me to tip you off!

If you can use a large order of Glads (any kinds in my catalog), send me definite list of kinds, sizes and quantities of each and I'll make you a price on the lot.

Gladiolus Wholesale Prices F. O. B. Boulder

25 or more bulbs at the 100 rate. Pint bulblets at quart rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price **UNLESS YOU REQUEST OTHERWISE.** (You may order 10 at 100 rate of varieties priced at \$9.00 or more per 100 for No. 1 size. **NO ITEM LESS THAN 15c.**) **TERMS:** See page 18.

| Bulbs priced Per 100. | Size 1 1½ In. Up | Size 2 1¼-1½ Inches | Size 3 1-1¼ Inches | Size 4 ¾-1 Inches | Size 5 ½-¾ Inches | Blt. Per 1,000 | Blt. Per Quart |
|---------------------------|------------------------|---------------------------|--------------------------|-------------------------|-------------------------|----------------------|----------------------|
| AFLAME | \$ 2.50 | \$ 2.00 | | | | | |
| AIDA* | 3.80 | 2.60 | \$ 1.80 | \$ 1.50 | \$ 1.20 | \$ 1.50 | \$ 5.00 |
| APRICOT GLOW | 1.80 | 1.40 | 1.10 | .70 | .50 | .30 | 1.00 |
| AVE MARIA* | 4.00 | 3.00 | 2.00 | 1.50 | 1.20 | 1.50 | 5.00 |
| BEAT ALL | 25.00 | 20.00 | | | | | |
| BERTY SNOW | 3.00 | 2.40 | 1.80 | | | .50 | 2.00 |
| BETTY NUTHALL* | 3.00 | 2.40 | 1.80 | 1.40 | .90 | .50 | 2.00 |
| CHAS. DICKENS | 2.00 | 1.50 | 1.00 | | | | |
| COMMANDER KOEHL* .. | 9.00 | 7.00 | 5.00 | 4.00 | 3.00 | 6.00 | 20.00 |
| CORONADO* | 5.00 | 4.00 | 3.00 | 2.00 | 1.50 | 2.00 | 7.50 |
| CORYPHEE* | 5.00 | 4.00 | 3.00 | 2.00 | 1.50 | 1.80 | 6.00 |
| DR. BENNETT | 1.60 | 1.20 | .90 | .60 | | | |
| DR. MOODY | 2.00 | 1.60 | | | | .90 | 2.50 |
| DR. SHOOK | 1.80 | 1.40 | 1.00 | | | | |
| F. J. McCOY | 7.00 | 5.50 | 4.50 | 3.60 | 2.80 | 3.50 | 9.50 |
| GLORIANA | 1.50 | 1.20 | .80 | | | .40 | 1.00 |
| GLORY U. S. A. | 14.00 | 11.00 | 7.00 | 5.00 | 4.00 | 3.00 | |
| GOLD MINE | 50.00 | 40.00 | | | | | |
| JANET | 7.50 | 6.00 | 4.40 | 3.20 | 2.80 | | |
| J. VAN TETS | 24.00 | 20.00 | | | | | |
| LINALEE | 12.00 | 10.00 | | | | | |
| LOYALTY | 4.00 | 3.00 | 2.40 | 1.80 | 1.20 | 1.50 | 5.00 |
| MARMORA | 3.00 | 2.50 | | | | 1.50 | |
| MAROCCO* | 4.00 | 3.00 | 2.00 | 1.50 | 1.00 | 1.25 | 5.00 |
| MARY JANE | 3.00 | 2.50 | 2.00 | 1.60 | | 1.00 | 3.00 |
| MINUET | 2.20 | 1.80 | 1.60 | 1.20 | .80 | | |
| MISS DES MOINES | 8.00 | 6.00 | 5.00 | 4.40 | | | |
| MOTHER MACHREE | 7.50 | 6.00 | 5.00 | 4.20 | | 1.25 | |
| MRS. KONYNENBURG ... | 2.00 | 1.50 | 1.20 | .80 | .50 | 1.20 | |
| MR. W. H. PHIPPS | 2.00 | 1.50 | 1.00 | .60 | .40 | .30 | 1.00 |
| NANCY HANKS | 2.00 | 1.40 | 1.20 | | | .30 | 1.00 |
| OLIVE GOODRICH* | 2.00 | 1.50 | | | | | |
| ORANGE WONDER* | 4.00 | 2.80 | 2.00 | 1.50 | 1.00 | 1.50 | 4.50 |
| OUR SELECTION* | 6.00 | 5.00 | 4.00 | 2.50 | 1.50 | 3.00 | 10.00 |
| PATRICIA CARTER | 4.00 | 3.00 | 2.00 | | | | |
| PFITZER'S TRIUMPH* ... | 1.80 | 1.40 | 1.00 | .60 | .50 | .40 | 2.50 |
| PROF. KEESOM* | 5.00 | 3.60 | 2.80 | 1.80 | 1.40 | 1.00 | 3.00 |
| ROYAL LAVENDER | 4.00 | 3.00 | | | | | |
| RUFFLED GOLD | 4.00 | 3.00 | 2.00 | | | 1.25 | 4.00 |
| SALBACH'S PINK | 10.00 | 8.00 | 6.00 | | | | |
| SPIRIT OF ST. LOUIS | 3.00 | 2.40 | 1.80 | 1.40 | | | |
| STUTTGARDIA | 12.00 | 10.00 | | | | | |
| SUNSHINE GIRL | 20.00 | 16.00 | 12.00 | 10.00 | | 7.00 | 25.00 |
| TROUBADOUR | 12.00 | | | | | | |
| VEILCHENBLAU* | 2.00 | 1.80 | 1.20 | .80 | .60 | .80 | 2.40 |
| EXHIBITION MIXED | 2.40 | 2.00 | 1.60 | 1.20 | 1.00 | 1.40 | 4.00 |

NOTICE. I reserve the right to return money instead of ship any items I may be sold out of, or of which my supply is so low that I need for small lot orders. These Wholesale offers are to balance my stocks—sell more of the kinds I have in large supply. As you will notice, they are high class popular varieties.

SUPER SPECIAL

SPECIAL NOTICE. In above list the varieties followed by (*) are kinds of which I have an unusually large, fine stock, and can make you still lower rates on large lots of a kind or assorted kinds and sizes. Submit definite list for prices.

DOES YOUR NEIGHBOR WANT A CATALOG? After you've read my catalog, try to think of someone who might also care for a copy—someone who gardens, of course.

You might do your friend a favor, as well as me, by sending me his or her name with complete address. Send several names, if you wish; not many, just a few **HAND-PICKED** names, please. Thank you. Just for that, maybe you will find an extra bulb or packet of seed in your package.

Gladiolus—The King of Flowers

Glads are so easy to grow that even if you don't have good "luck" with flowers, as a rule, you can hardly fail with Glads. It's worth quite a bit to start out with this feeling of success practically assured.

We grow these lovely flowers by planting bulbs, just about the same as we would plant onion sets—no more trouble to plant them than to plant the sets. The bulbs vary much in size, from as small as a large garden pea up to several inches in diameter.

The smallest bulbs are not supposed to bloom the first year, though some of them do. They are planted to grow nice large blooming size bulbs for next year. Growing and increasing Glad stocks from these small bulbs and still smaller bulblets is another story and an interesting and profitable one. Just now we will talk about growing Glads from the blooming size bulbs—those that give us quick returns in flowers.

And that's just one of the many remarkable and delightful points about Glads. You not only get your money's worth, and then some, the first year from the flowers, but when fall comes you are handed back not just as many bulbs as you planted, but **still more**, as a rule, with a lot of tiny bulblets hanging to the apron strings of the mother bulbs, for good measure.

Show me the fella who started that saying, "You can't eat your cake and keep it too"! I'll bet he never grew Glads. Just think of it! **From the one investment** you can grow and enjoy Glads for years. With care you can increase the supply from year to year. Seems too good to be true, doesn't it?

That's why buying Glad bulbs should not be considered an expense, but an investment. This idea could be carried further, of course, to prove that buying any sort of flower bulbs, plants and seeds, should not be considered an expense, for if growing flowers add to your happiness and health it isn't altogether an expense, to say the least.

Just what is there about Glads that make them so interesting and fascinating to grow? Sure, they're easy to grow, as I've said. That helps a lot. But that alone would not mean so much. Weeds are easy to grow. What counts is what you've got after you've grown 'em. That's where Glads shine.

Along in July you begin to get your first blooms. A medium size bulb will send up one spike, maybe two. A large bulb usually produces two or three, sometimes four spikes. A spike is the tall shoot that comes out of the leaves and unfurls a flag, so to speak, of blossoms.

Not all the blossoms open at once. A few varieties, like Phipps and some others, will sometimes display all or nearly all the blossoms of a spike at one time. Usually the lower buds unfold, one after another, several a day, thus going up the spike until the top-most buds open. The whole performance lasts a week or ten days. With some varieties, as long as 18 or 20 days. Lower blossoms fade after a few days, as newer ones come out.

It is this gradual unfolding habit that makes the Glad such a satisfactory and profitable flower for florists. They use them by the millions annually. Literally millions of Glad bulbs are planted during the winter, while millions more are grown by florists, as well as others who sell to florists, during the summer and fall.

The amazing thing about Glads as cut flowers is the fact that the spikes may be cut when the very first bud is partly open, or even before it unfolds at all. After that

the spikes may be taken into the house, where they will go right on with their schedule of blooming, as though left on the plant in the garden.

Thus the cream of the garden can be transferred into the house, on the dining room table, in the sick-room, or to decorate a room or entire house. It is not unusual to have these cut spikes in bloom ten days or so indoors. All they ask is water, light and air.

But that's not all. Seems like the Glad has more good points than any other flower. When cut with first buds about to open, the spikes may be shipped hundreds, even thousands of miles, after which they will come forth smiling, and bloom splendidly.

Although popular for years, the Glad is coming into favor more and more as people discover new ways of using it for garden display and as a cut flower. As I've mentioned, few flowers are so welcome in the sick-room, for it is a never-ending joy for the sick or convalescent to watch the buds unfold from day to day—to figure out just how long before the next flower will be full open, and to enjoy the beauty of the flowers individually and collectively.

Having no odor or fragrance, the Glad can be enjoyed by many who could not endure some other flowers in a room.

Much could be said also about using more Glads for garden display. A long period of blooming can be had by planting different varieties, some blooming earlier than others. Also, by planting different size bulbs of same or different varieties. The larger bulbs bloom first, followed by blooms from the smaller bulbs.

Then, too, many kinds send out additional spikes as side shoots. A few even produce good size spikes from the stump after the main spike has been cut. The Los Angeles is especially noted for this, having won the name, "The Cut-and-Come-Again Glad." Plant them in rows, colonies, clumps or masses. A nice way to use them around the house and lawn is to plant each color or kind separately in small groups. Often a bit of space around edges of shrubbery can be utilized this way.

While Glads grown in mixtures are pleasing, yet your Glad joy motor will never hit on all six until you begin to plant **named varieties** and learn to know each Glad by its own name, same as you know your best and closest friends.

There are today thousands of named Glads, no two just alike. And more being originated and introduced each year. Naturally, one inquires, "Just how long can this continue? Will not every conceivable color, combination of colors, type and form be brought forth ere long?" The answer is, "When there are so many people on earth that no further variation in appearance, habit, etc., is possible, then the limit shall have been reached in Glad origination."

However, out of these thousands, only a few hundred are of outstanding merit. Others will come and go. A few topnotchers are introduced each year, along with many kinds that are no better than the old favorites. Some not so good. It's my job, and the job of anyone who specializes in growing and selling fine Glads, to sort out the better kinds and discard the less desirable. In the following list you will find a number of the newer and better kinds that will be grown and highly prized long after many others are forgotten. All are good, but some are exceptionally good. If a few are rather too high in price this season for your Glad budget, just wait a year or two until stocks increase and prices decrease.

Three Size Glad Blubs

The **LARGE BULBS** will measure (in diameter) from $1\frac{1}{4}$ to nearly 2 inches, mixed sizes. This size is designated by letter "**L**".

MEDIUM BULBS measure $\frac{3}{4}$ to an inch or larger, mixed sizes. These **Medium Bulbs** bloom splendidly, though the large bulbs make still larger spikes and more of them. **Medium Bulbs** are designated by letter "**M**".

SMALL BULBS are designated by the letter "**S**." They will average about half-inch in diameter, some larger, some a little smaller. **Not sold as blooming sizes**, yet many will bloom.

NOTE: It will help us in filling your Glad bulb orders if you will mention the size each time: Large, Medium, Small, or just the letters **L, M** or **S**.

What Size Shall I Buy?

A **Large** bulb usually produces two spikes of blossoms, sometimes three. A **Medium** bulb will produce a splendid spike, maybe two. A **Small** bulb is not certain to bloom, but many smaller bulbs will bloom, producing smaller spikes.

So for flowering purposes there isn't so very much difference one way or the other as to the relative cost of bulbs and the flowers they produce.

But for increasing stock medium and small bulbs are much better than the large ones for producing new, vigorous bulbs and many bulblets.

Prices, Terms, Delivery

If possible, please make your Glad order total at least \$1.00. Smaller orders, prepaid, are filled at a loss to me. I can be more liberal in filling your Glad order if it runs around \$3.00 or more. The larger the order, the more you get for your money.

LONG'S Long Count

As my old customers know, your Glad orders will be filled most liberally. I could promise you more for your money, but I like to surprise you by doing better than I offer. **The larger the order, the more liberal the over-count.**

Each item on your Glad order must amount to not less than 15c.

TERMS: Cash with order, or $\frac{1}{4}$ cash with order, balance C. O. D. Or send $\frac{1}{4}$ with order, and balance any time before we ship.

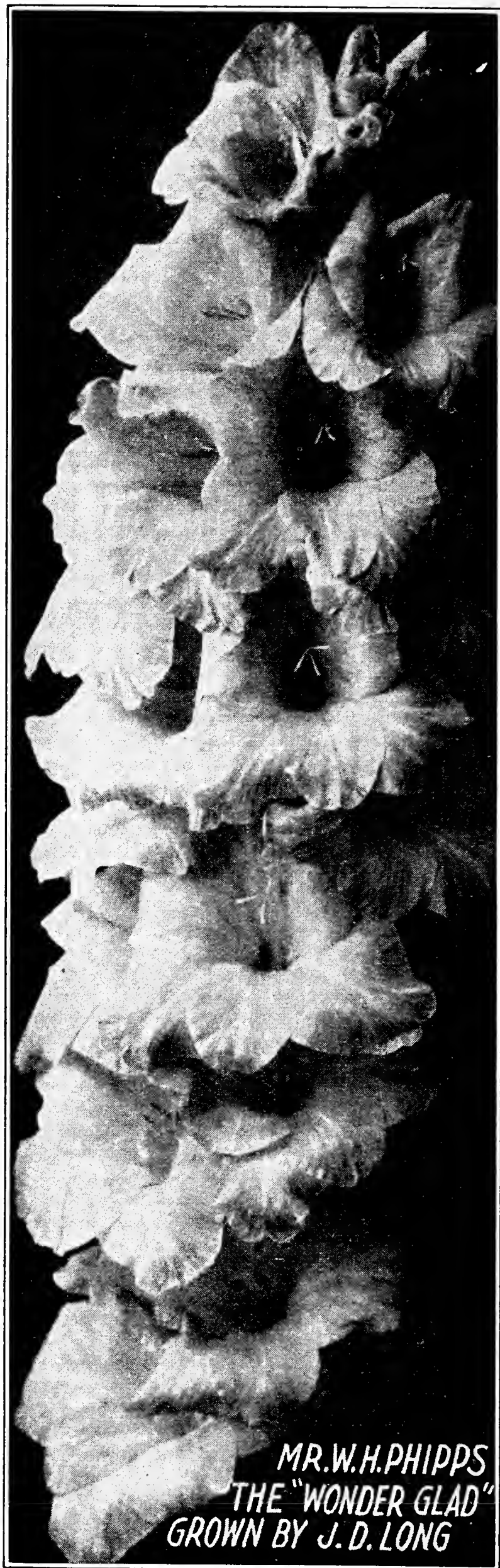
DELIVERY: I pay all postage or express charges, and guarantee safe delivery. (My choice, whether parcel post or express.)

If your express office is different from your mail address, please be **SURE** to give express office address also when ordering.

Please do not order in smaller quantities than listed.

PINK PAGE PRICES PREPAID

All Glad prices in main catalog on the **PINK PAGES** are prepaid to you. The prices on the special **BLUE PAGES** not prepaid, but f. o. b. Boulder, you paying transportation. Read carefully full information and instructions regarding this on the **BLUE PAGES**.



MR. W. H. PHIPPS
"THE WONDER GLAD"
GROWN BY J. D. LONG

LONG'S Gladiolus Bulbs Splendid Named Varieties

Each item on your Glad order must amount to not less than 15c.

Please do not order in smaller quantities than listed. (5 or more bulbs at the 10 rate, but must amount to not less than 15c.)

Acadia (Palmer.) Geranium-pink. Large. Prices, page 25.

A. E. Kunderd (K.) Salmon-rose (L. 2—15c; 10—54c) (M. 10—30c) (S. 10—15c.)

Aflame (H.) Giant begonia-rose. (L. 2—15c; 10—54c) (M. 10—30c) (S. 10—15c.)

Aida (Pf.) Rich deep violet-blue. Large, tall, straight, early, strong grower; great favorite. (L. 3—20c; 10—64c) (M. 4—15c; 10—36c) (S. 10—25c.)

Albatross (Pf.) Large pure white. (L. each 25c; 10—\$2.00) (M. 15c; 10—\$1.00). (S. 10—60c.)

Apricot Glow (Palmer.) As named. (L. 10—38c) (M. 10—20c) (S. 20—15c.)

Ave Maria (Pf.) Large near-blue. Early. (L. 3—25c; 10—70c) (M. 4—20c; 10—44c) (S. 10—25c.)

Bagdad (Palmer.) Smoky old rose. Large. Tall straight spike. Prices, page 25.

Balboa (Briggs.) Apricot-pink. (L. 2—15c; 10—54c) (M. 10—30c.)

Beat All (Europe.) Large rose-salmon. (L. 50c; 10—\$4.00) (M. 35c; 10—\$3.00.)

Berty Snow (Mair.) Large lavender. (L. 3—15c; 10—44c) (M. 10—30c) (S. 10—20c.)

Betty Joy (Bill.) Cream-white flushed pink. (L. 4—22c; 10—50c) (M. 10—30c.)

Betty Nuthall (Salbach.) Coral with orange throat. (L. 3—20c; 10—64c) (M. 5—15c; 10—40c) (S. 10—15c.)

Blue Danube (Pf.) Amethyst-blue with darker throat. Immense straight spike carrying many large well-spaced and faced blooms. Prices, page 25.

Blue Triumphator (Pf.) Largest of the near blues. Prices on page 25.

Bobby (K.) Large deep rose, darker throat. (L. 4—22c; 10—50c) (M. 10—30c.)

Charles Dickens (Pf.) Radiant purple. Very tall, good spike. Fine. (L. 3—15c; 10—44c) (M. 10—20c) (S. 18—15c.)

Charles Lindbergh (Prestgard.) Pink with light throat. (L. \$1.00; 10—\$8.00) (M. 50c; 10—\$4.00) (Small bulbs and bulblets withdrawn for propagation.)

Commander Koehl (Pf.) Immense dark scarlet of glowing brilliancy. (L. 25c; 10—\$2.00) (M. 2—25c; 10—\$1.00) (S. 10—60c.)

Coronado (Briggs.) Immense ruffled white with purple throat. (L. 15; 10—\$1.20) (M. 2—15c; 10—60c) (S. 10—30c.)

Coronation (Palmer.) Light salmon, shading to cream. Exhibition type. Prices, page 25c.

Coryphee (Pf.) Soft rose-pink. Tall spikes. Very large blooms. (L. 3—25c; 10—70c) (M. 3—15c; 10—44c) (S. 10—25c.)

Damascus (Stevens.) Blending of argyle-purple and hellebore-red. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 3—20c; 10—60c.)

Debonair (Palmer.) LaFrance pink. Throat shrimp pink and cream. Prices, page 25.

Dr. F. E. Bennett (D.) Bright red. (L. 3—15c; 10—40c) (M. 10—20c) (S. 20—15c.)

Dr. Moody (Kinyon.) Large lavender. (L. 3—15c; 10—44c) (M. 10—25c) (S. 10—15c.)

Dr. Nelson Shook (K.) Tyrian-rose. Ruffled. (L. 10—40c) (M. 10—28c) (S. 20—15c.)

Erica Morini (Pf.) New large red. Prices, page 25.

Fata Morgana (Pf.) Peach blossom. Amber throat. Prices, page 25.

Frederick Christ (D.) LaFrance pink and yellow. (L. 35c; 10—\$2.80) (M. 25c; 10—\$2.00.)

Frank J. McCoy (Briggs.) Tall large pink. (L. 18c; 10—\$1.50) (M. 2—22c; 10—\$1.00) (S. 10—50c.)

Gloriana (Betscher.) Salmon pink. (L. 3—15c; 10—36c) (M. 10—18c) (S. 20—15c.)

Glory of U. S. A. (Cary.) Orange-salmon. (L. 25c; 10—\$2.00) (M. 2—22c; 10—\$1.00) (S. 10—50c.)

Gold Eagle (Austin.) Very early and prolific yellow. (L. 4—15c; 10—35c) (M. 10—20c) (S. 18—25c.)

Golden Cup (Palmer.) Yellow. Deeper than Golden Dream, also larger. Prices, page 25.

Golden Dream (Groff.) Tall deep yellow. (L. 3—15c; 10—40c) (M. 10—20c) (S. 18—16c.)

Gold Mine (Briggs.) Large yellow similar to Golden Measure, but better. Prices, page 25.

Graf Zeppelin (Pf.) Clear brilliant orange-scarlet. Prices, page 25.

Heavenly Blue (Pf.) Lavender-blue. (L. 2—22c; 10—\$1.00) (M. 10—40c) (S. 10—16c.)

Hercules (Crow.) New shade of clear buff. Tall massive spike. Blooms large and of heavy texture. Prices, page 25.

Inspiration (Palmer.) Deep shrimp-pink. Fluted form blooms. Prices, page 25.

Jane Addams (Dec.) Very large lavender. (L. 2—20c; 10—80c) (M. 3—15c; 10—40c) (S. 10—25c.)

Janet (Crow.) Smoky gray shaded peach pink. (L. 20c; 10—\$1.60) (M. 2—20c; 10—80c) (S. 3—20c; 10—50c.)

Jenny Lind (Decorah.) Light salmon, cream throat. Improved strain. (L. 3—15c; 10—44c) (M. 10—25c.)

Joerg's White (Joerg.) Creamy white. (L. 3—20c; 10—64c) (M. 10—38c) (S. 10—20c.)

Joerg's Yellow (Joerg.) Tall yellow. (L. 50c; 10—\$4.00) (M. 25c; 10—\$2.00) (S. 2—25c; 10—\$1.00.)

Jonkheer Van Tets (Pf.) Grand immense white. Appeals to me as being the best big white, all points considered. (L. 40c; 10—\$3.20) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60.)

Jubilee (Kemp.) Very large splendid lavender pink. (L. 25c; 10—\$2.00) (M. 2—25c; 10—\$1.00) (S. 2—15c; 10—60c.)

King Arthur (Arenius.) Grand ruffled lavender. Prices, page 25.

La Paloma (Dusinberre.) Vivid orange. (L. 20c; 10—\$1.60) (M. 2—20c; 10—80c) (S. 3—20c; 10—50c.)

Le Cygne (Houdyshel.) Charming frilled snow white, medium size. (L. 20c; 10—\$1.60) (M. 2—20c; 10—80c) (Blts. 25 for 25c.)

Libelle (Pf.) Near-blue of heliotrope shade. Prices, page 25.

Linalee (D.) Large pink. (Slightly mixed with a small yellow. Otherwise would be priced considerably higher.) (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.00) (S. 3—20c; 10—50c.)

- Longfellow** (Dec.) Good tall pink. (L. 4—22c; 10—50c) (M. 10—30c.)
- Los Angeles** (Houdyshel.) Salmon pink. (L. 3—15c; 10—40c) (M. 10—20c.)
- Loyalty** (Austin.) Good yellow. (L. 2—20c; 10—80c) (M. 3—15c; 10—40c) (S. 10—22c.)
- Ludwig Beethoven** (Pf.) Smoky mauve. (L. 50c; 10—\$4.00) (M. 25c; 10—\$2.00) (S. 15c; 10—\$1.20.)
- Maid of Orleans** (Pf.) Large lovely milky white. Prices, page 25.
- Mammoth White** (U. B.) Large white. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20) (S. 2—15c; 10—70c.)
- Marie Kunderd** (K.) Early ruffled white of good size. (L. 3—15c; 10—44c) (M. 10—20c.)
- Marmora** (Errey.) Smoky lavender. (L. 3—25c; 10—70c) (M. 3—15c; 10—40c) (S. 10—18c.)
- Marocco** (Pf.) Very dark maroon. Buds almost black. Large. An outstanding novelty. Catches eye of every visitor to gardens. (L. 2—25c; 10—\$1.00) (M. 3—18c; 10—50c) (S. 10—25c.)
- Mary Frey** (Gelser.) Lavender with ruby blotch. Good spike. Blooms well arranged. One of the earliest of all the good lavenders. (L. 3—15c; 10—44c) (M. 10—25c) (S. 12—15c.)
- Mary Jane** (K.) Silvery lavender. (L. 3—25c; 10—70c) (M. 3—15c; 10—44c) (S. 10—20c.)
- Minuet** (J. C.) Large lavender. (L. 3—18c; 10—50c) (M. 10—25c) (S. 15—15c.)
- Miss Des Moines** (Prestgard.) Lilac lavender, light yellow throat. (L. 20c; 10—\$1.60) (M. 2—22c; 10—\$1.00) (S. 2—15c; 10—60c.)
- Miss Greeley** (Briggs.) So similar to Mr. W. H. Phipps that causes many arguments. Not quite so massive and spectacular as Phipps, but better in some points. The amazing and exceedingly valuable difference is that Miss Greeley is about three weeks earlier than Phipps. Just imagine what this means to florists and commercial growers. (L. 30c; 10—\$2.40) (M. 20c; 10—\$1.60) (S. 2—20c; 10—80c) (Bulblets withdrawn for propagation.)
- Moorish King** (Pf.) Large dark mahogany-maroon. Prices, page 25.
- Mother Machree** (Stevens.) Soft smoky lavender, combined with orange and gray. (L. 20c; 10—\$1.60) (M. 2—20c; 10—80c) (S. 2—15c; 10—50c.)
- Mrs. F. C. Hornberger** (F. C. H.) Good white. (L. 3—20c; 10—60c) (M. 10—30c.)
- Mrs. Leon Douglas** (K.) Begonia-rose. (L. 4—16c; 10—36c) (M. 10—18c) (S. 20—15c.)
- Mrs. P. W. Sisson** (J. C.) Cameo pink. (L. 10—50c) (M. 10—20c) (S. 15—15c.)
- Mrs. Ray Chase** (Miller.) Large white, sometimes tinted or suffused with pink. Excellent. Prices, page 25.
- Mrs. Van Konynenburg** (Pf.) Tall straight blue-lavender. (L. 3—15c; 10—44c) (M. 10—20c) (S. 15—15c.)
- Mr. W. H. Phipps** (D.) "The Wonder Glad." LaFrance pink. (L. 3—15c; 10—44c) (M. 10—22c) (S. 15—15c.)
- Nancy Hanks** (Salbach.) Apricot-orange. (L. 3—15c; 10—44c) (M. 10—25c) (S. 16—15c.)
- Olive Goodrich** (G.) Large white and pink. (L. 3—15c; 10—44c) (M. 10—22c) (S. 17—15c.)
- Orange Wonder** (Kemp.) Not a prim, but good large orange Glad. (L. 2—20c; 10—88c) (M. 3—15c; 10—44c) (S. 10—22c.)
- Orchid** (Sprague.) Lavender-pink on pale frosted surface. Edges lacinated and ruffled. (L. 3—18c; 10—50c) (M. 10—30c) (S. 10—18c.)
- Our Selection** (Australia.) Giant exhibition Glad that has caused a big sensation in the Australian shows, and in the few places it has been seen in America. Salmon-red, flecked with deeper shade, often marked with slate flakings. Lower petals carry a blotch of cerise, bordered with cream. Long spikes carry large blooms, many open. Placement splendid. (L. 15c; 10—\$1.20) (M. 2—15c; 10—60c) (S. 10—36c.)
- Patricia Carter** (K.) Clear shell pink Prim. (L. 2—20c; 10—80c) (M. 3—15c; 10—40c.)
- Paul Pfitzer** (Pf.) Purple. (L. 3—20c; 10—60c) (M. 10—35c) (S. 10—20c.)
- Pelegrina** (Pf.) New near blue. Prices, page 25.
- Pearl of California** (Kingsley.) Pink. (L. 2—15c; 10—70c) (M. 10—40c.)
- Pfitzer's Triumph** (Pf.) Immense blooms of salmon-orange. Usually classed with reds. Many open. A sensation at shows. (L. 3—15c; 10—44c) (M. 10—20c) (S. 15—15c.)
- Picardy** (Palmer.) Soft shrimp pink. In my opinion, the most outstanding introduction in recent years. Prices, page 25.
- Pirate** (Palmer.) Shades of carmine and pomegranate-purple. Decidedly and delightfully different. Prices, page 25.
- Pour Le Merite** (Europe.) Large pure white. Many open. (L. 25c; 10—\$2.00) (M. 2—25c; 10—\$1.00) (S. 10—50c.)
- Purple Glory** (K.) Dark purple-red. Ruffled. (L. 3—20c; 10—50c) (M. 10—30c.)
- Prof. Keesom** (Europe.) Salmon flamed brick-red. (L. 2—20c; 10—80c) (M. 3—15c; 10—44c) (S. 10—22c.)
- Queen Louise** (Pf.) Large pure white. (L. 50c; 10—\$4.80) (M. 30c; 10—\$2.40) (S. 15c; 10—\$1.20.)
- Rameses** (Stevens.) Aster purple with velvety blotch of pomegranate purple. Tall spike and immense ruffled blooms. Prices, page 25.
- Rapture** (Palmer.) Medium light-salmon with diffused creamy blotch. Prices, page 25.
- Red Glory** (Piper.) Cardinal-red. Ruffled. (L. 3—20c; 10—48c) (M. 10—28c) (S. 10—17c.)
- Red Phipps** (Briggs.) Florets not quite so large as Phipps. and not so many open, but earlier than Phipps. Color a glowing red. Splendid spike, good placement. Buds and blossoms attached to spike just right for packing and long distance shipping. Sure to become valuable commercially and also be highly prized by fans. Prices, page 25.
- Resplendent** (Kinyon.) Ruffled red, cream and yellow. (L. 20c; 10—\$1.60) (M. 2—20c; 10—80c) (S. 3—15c; 10—40c.)
- Rideau** (Palmer.) Smoky salmon shade. Large Prim grand. Prices, page 25.
- Rita Beck** (Fischer.) Large pink. (L. 2—15c; 10—64c) (M. 4—15c; 10—36c.)
- R. J. Kunderd** (K.) Rich deep red. (L. 4—22c; 10—50c) (M. 10—25c.)
- Rose Ash** Ash of roses. (L. 3—18c; 10—50c) (M. 10—25c.)
- Royal Lavender** (Schleider.) Deep lavender. (L. 2—20c; 10—80c) (M. 3—15c; 10—40c) (S. 10—22c.)
- Ruffled Gold** (G.) Tall yellow. (L. 2—20c; 10—80c) (M. 3—15c; 10—40c) (S. 10—20c.)
- Salbach's Orchid** (Salbach.) Similar to Minuet but pink—the shade of a Cattleya orchid. Prices, page 25.

Salbach's Pink (Salbach.) Large geranium-pink. (L. 20c; 10—\$1.60) (M. 15c; 10—\$1.00) (S. 3—20c; 10—50c.)

Scarlet Wonder (Cowee.) Immense brilliant red. (L. 3—15c; 10—40c) (M. 10—25c.)

Schwaben Girl (Pf.) Pure lovely pink. Large. Prices, page 25.

Senorita (Salbach.) Orange-salmon. (L. 2—20c; 10—80c) (M. 10—40c) (S. 10—20c.)

Solveig (Prestgard.) The new giant white that won highest award at National Glad Show, 1931. Prices, page 25.

Spirit of St. Louis (M.) Early orange-saffron. (L. 3—20c; 10—60c) (M. 4—15c; 10—30c) (S. 10—16c.)

Spray of Gold (Palmer.) Deep clear yellow. Waved petals. Prices, page 25.

Stuttgardia (Pf.) Large brilliant red, no blotches. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.00) (S. 2—15c; 10—50c.)

Sultan (Crow.) Large, velvety, rosy-red. ruffled. Many open. Fine. Prices, page 25.

Sunshine Girl (Stevens.) Clear pink with lovely yellow throat. (L. 50c; 10—\$4.00) (M. 30c; 10—\$2.40) (S. 20c; 10—\$1.60.)

Troubadour (Pf.) Large deep violet. (L. 25c; 10—\$2.00) (M. 15c; 10—\$1.20.)

Veilchenblau (Pf.) Blue-violet, good size, good color, good spike. (L. 3—20c; 10—50c) (M. 10—25c) (S. 12—15c.)

Wasaga (Palmer.) Buff Prim grand with wide open waved blooms, winning seedling in its class at National Glad Show, 1931. Prices, page 25.

Winged Victory (Briggs.) Very large pink. (L. 25c; 10—\$2.00) (M. 2—25c; 10—\$1.00) (S. 3—18c; 10—50c.)

Wolfgang Von Goethe (Pf.) Salmon-red. Prices, page 25.

Wurtembergia (Pf.) Very large red with white throat. One of Pfitzer's best. Prices, page 25.

Yellow Perfection (Pf.) Large yellow. Good spike. (L. 50c; 10—\$4.00) (M. 25c; 10—\$2.00.)

LONG'S Long Season Assortments

Each Assortment will be of one variety but the bulbs will be mixed sizes, from about 1/2 inch up to 1 1/2 or so. The idea is that different size bulbs bloom at different times. So by planting the assorted sizes you get a **LONG SEASON OF BLOOM** of a variety from the one planting.

Here's where I check up on myself. I'm going to offer these \$1.00 assortments, giving you only the names of the varieties. I'll send you plenty bulbs to give you a good big \$1.00 worth of any variety below. But I'm not taking space to specify the number of bulbs. You'll find that out when you open your package. I'm sorta curious to know how many of you are willing to take a "Long chance."

Here are the varieties. Each assortment is one variety only, the bulbs are mixed sizes and the price for a single assortment is \$1.00. Super-special offers at the bottom of list.

| | |
|------------------------|----------------------------|
| AFLAME | MAROCCO |
| AIDA | MINUET |
| ALBATROSS | MISS DES MOINES |
| AVE MARIA | MISS GREELEY |
| BETTY NUTHALL | MOTHER MACHREE |
| BERTY SNOW | MRS. KONYNENBURG |
| CHARLES DICKENS | MR. W. H. PHIPPS |
| COMMANDER KOEHL | NANCY HANKS |
| CORONADO | OLIVE GOODRICH |
| CORYPHEE | ORANGE WONDER |
| DR. BENNETT | OUR SELECTION |
| DR. MOODY | PATRICIA CARTER |
| DR. SHOOK | PFITZER'S TRIUMPH |
| FRANK MCCOY | POUR LE MERITE |
| GLORIANA | PROFESSOR KEESOM |
| GLORY U. S. A. | QUEEN LOUISE |
| GOLDEN DREAM | RESPLENDENT |
| HEAVENLY BLUE | ROYAL LAVENDER |
| JANET | RUFFLED GOLD |
| J. VAN TETS | SALBACH'S PINK |
| JUBILEE | SPIRIT OF ST. LOUIS |
| LA PALOMA | STUTTGARDIA |
| LE CYGNE | SUNSHINE GIRL |
| LINALEE | VEILCHENBLAU |
| LOYALTY | WINGED VICTORY |
| MARMORA | YEL. PERFECTION |

SUPER-SPECIALS—Any 4 Assortments, alike or different, for \$3.60. Any 8 for \$6.90. Any 12 for \$10.00. Any 20 for \$16.00.

Now You Tell One!

Wish I had space to quote many of the enthusiastic reports on newer Glads. Here's one from Ft. Collins, Colo.: "Blue Danube lacked 4 inches of standing 6 feet tall, 20 to 26 buds and blossoms."

Away up in Lewistown, Mont., not far from Yellowstone Park: "Commander Koehl is the most wonderful Glad in my garden. Spikes 5 feet 8 inches tall and the most gorgeous blooms I ever saw. Florets 7 inches across. Everyone goes just wild about them."

Just What Is Good Value?

Paper and printer's ink can make all Glad bulbs look alike as to purity, pep, freedom from disease and other points.

But there can be a whale of a difference in stocks delivered. Many of you will say, "I found that out."

Experienced buyers bear this in mind. They know that JD's combination of price and quality wins "in the Long run."

"All Dressed Up But No Place to Go"

Nearly every spring we run out of catalogs before end of the season. Last year I sent out hundreds of letters asking customers to return their copies. Some said they wanted to keep for reference. Others came to the rescue and saved the day.

This time I'm having 5,000 extra copies printed. Think will take care of all direct requests and some over, to send to friends of my customers. I've tried to make this Garden Book interesting and helpful. And prices reasonable.

After you've rambled through the 64 pages

you will know whether it might interest some of your friends who have gardens and take pride in growing GOOD vegetables and flowers from good seeds, plants or bulbs.

So I figure you will do both me and your friends a favor if you send the names of several garden lovers. Please give name, town AND street, R. F. D., etc.

I can't use a long list from any one locality. Just several names is all I care for from one person. There's room on back of order blank for names. Or, just drop me a "pustcard." Thanks a lot.—J. D.

LONG'S Glad Collections

All collections are planned for far in advance, the kinds and quantities based on what I can spare at these special prices. So please do not ask for changes. You can give away some and still have a big value left.

The "Surprise" in each collection is something extra in Glads, my selection. Don't miss it when unpacking. **"I hope you like it."**

Of course, if you're going to get mad about my sending more than I agree to give, then better tip me off and I'll govern myself accordingly. But better "Leave it to me—JD."

\$3.00 Labeled Collection "A"

All **Large** bulbs.

- | | |
|-------------------|---------------------|
| 2 Aflame | 2 Loyalty |
| 2 Aida | 3 Marocco |
| 3 Ave Maria | 2 Mrs. Konynenburg |
| 2 Berty Snow | 2 Mr. W. H. Phipps |
| 4 Betty Nuthall | 3 Nancy Hanks |
| 2 Charles Dickens | 4 Orange Wonder |
| 2 Coronado | 5 Pfitzer's Triumph |
| 3 Dr. Moody | 1 Red Phipps |
| 2 Dr. Shook | 3 Veilchenblau |
| 4 Gloriana | 2 Royal Lavender |
| 2 Golden Dream | 2 Ruffled Gold |

All the above, plus "Surprise," **\$3.00** prepaid.

\$2.00 Labeled Collection "AA"

Same kinds and same number of bulbs as in **Collection "A,"** but bulbs **Medium,** plus "Surprise." All for **\$2.00** prepaid.

\$1.20 Labeled Collection "AAA"

Same kinds and same number of bulbs as in **Collection "A"** but bulbs **Small,** plus "Surprise." All for **\$1.20** prepaid.

\$4.00 Labeled Collection "B"

All **Large** bulbs.

- | | |
|-------------------|-----------------------|
| 3 Ave Maria | 2 Marocco |
| 3 Commander Koehl | 2 Minuet |
| 3 Coronado | 2 Miss Greeley |
| 2 Coryphee | 1 Mother Machree |
| 3 Dr. Moody | 4 Orange Wonder |
| 1 Glory U. S. A. | 4 Our Selection |
| 2 Janet | 1 Pour le Merite |
| 2 Jubilee | 1 Red Phipps |
| 1 La Paloma | 3 Royal Lavender |
| 2 Linalee | 3 Spirit of St. Louis |
| 1 Marmora | 1 Winged Victory |

All the above, plus "Surprise," **\$4.00** prepaid.

\$2.80 Labeled Collection "BB"

Same kinds and same number of bulbs as in **Collection "B,"** but bulbs **Medium,** plus "Surprise." All for **\$2.80** prepaid.

\$1.70 Labeled Collection "BBB"

Same kinds and same number of bulbs as in **Collection "B,"** but bulbs **Small,** plus "Surprise." All for **\$1.70** prepaid.

\$6.00 Labeled Collection "C"

All **Large** bulbs.

- | | |
|-------------------|---------------------|
| 1 Albatross | 2 Miss Des Moines |
| 1 Blue Danube | 1 Miss Greeley |
| 3 Commander Koehl | 1 Red Phipps |
| 3 Coronado | 1 Salbach's Pink |
| 2 Fata Morgana | 1 Spray of Gold |
| 1 Gold Mine | 4 Sunshine Girl |
| 1 Graf Zeppelin | 1 Stuttgardia |
| 1 J. Van Tets | 1 Yellow Perfection |

All the above, plus "Surprise," **\$6.00** prepaid.

\$4.00 Labeled Collection "CC"

Same kinds and same number of bulbs as in **Collection "C,"** but bulbs **Medium,** plus "Surprise." All for **\$4.00** prepaid.

\$2.40 Labeled Collection "CCC"

Same kinds and same number of bulbs as in **Collection "C,"** but bulbs **Small,** plus "Surprise." All for **\$2.40** prepaid.

\$16.00 Labeled Collection "D"

All **Large** bulbs.

- | | |
|--------------------|--------------------|
| 1 Blue Danube | 2 Ficardy |
| 1 Blue Triumphator | 1 Pirate |
| 1 Chas. Lindbergh | 2 Rameses |
| 2 Gold Mine | 2 Red Phipps |
| 1 Inspiration | 2 Salbach's Orchid |
| 1 Libelle | 1 Schwaben Girl |
| 2 Maid of Orleans | 1 Spray of Gold |
| 1 Moorish King | 1 Wurtembergia |

All the above, plus "Surprise," for **\$16.00** prepaid.

\$10.00 Labeled Collection "DD"

Same kinds and same number of bulbs as in **Collection "D,"** but bulbs **Medium,** plus "Surprise." All for **\$10.00** prepaid.

\$7.00 Labeled Collection "DDD"

Same kinds and same number of bulbs as in **Collection "D,"** but bulbs **Small,** plus "Surprise." All for **\$7.00** prepaid.

Demonstration Collection

I could talk for hours—or pages—to you who have not experienced the joy of growing and **knowing Glads by name,** to enthuse you in this fascinating avocation. But I'm going to take a "short cut," in this way:

I'm going to offer you a very special **COLLECTION** of named varieties, each labeled, and price it so reasonably that you can begin this very year to grow and know named varieties. I can give you biggest value by making these Collections sorta elastic-like, both as to sizes of bulbs and the varieties I'll use in this Collection.

You see it's this way: I have plenty of bulbs to make up hundreds of Collections. But don't always have certain varieties or certain sizes of a variety. If you give me some "leeway" as to kinds and sizes, I'll sure send you your money's worth, and then some.

A fitting name for this special lot is **DEMONSTRATION COLLECTION,** because it comes right into your own garden and demonstrates or explains what I've been telling you. I'm starting you out with the less expensive kinds. Leave it to me to pick the winners from some of the more plentiful varieties. Later on, when you get the "bug," you will doubtless want some of the newer creations also.

The bulbs in these "Demonstration Collections" will run various sizes from one inch up, depending on what size I have in stock. Every bulb good blooming size.

Demonstration Collection

15 bulbs, all different varieties, my selection, each kind labeled. One Collection, **\$1.25.** Two Collections for **\$2.20;** three for **\$3.00.** All prepaid.

Gladiolus Bulblets

The number of bulblets in a packet is based on the 100 or 1,000 price for that variety. Real good value always. The larger the order, the more liberal the overcount.

| VARIETY | Per Pkt. | Per 100 | Per 1,000 |
|------------------------|----------|---------|-----------|
| A. E. Kunderd..... | \$.20 | | \$ 1.00 |
| Aflame | .20 | | 1.50 |
| Aida | .25 | \$.33 | 3.00 |
| Albatross | .25 | 1.20 | 10.00 |
| Apricot Glow | .20 | | .60 |
| Ave Maria..... | .25 | .33 | 3.00 |
| Balboa | .20 | .20 | 1.60 |
| Berty Snow..... | .20 | | .80 |
| Betty Nuthall..... | .20 | | 1.00 |
| Charles Dickens..... | .20 | | .60 |
| Commander Koehl..... | .35 | 1.20 | 10.00 |
| Coronado | .25 | .50 | 4.40 |
| Coryphee | .25 | .33 | 3.00 |
| Damascus | .25 | .90 | 8.00 |
| Dr. Bennett..... | .20 | | .60 |
| Dr. Moody | .20 | | 1.50 |
| Dr. Nelson Shook..... | .20 | | .70 |
| F. J. McCoy..... | .20 | .60 | 5.00 |
| Gloriana | .20 | | .50 |
| Glory of U. S. A..... | .20 | .70 | 6.00 |
| Golden Dream..... | .20 | | .60 |
| Heavenly Blue | .20 | | 1.00 |
| Janet | .20 | .60 | 5.00 |
| Jenny Lind (Imp.)..... | .20 | | .80 |
| Joerg's White..... | .20 | | 1.60 |
| Joerg's Yellow | .20 | .60 | 5.00 |
| J. Van Tets..... | .20 | 2.50 | 22.50 |
| Jubilee | .25 | 1.20 | 10.00 |
| La Paloma..... | .20 | .60 | 5.00 |

| VARIETY | Per Pkt. | Per 100 | Per 1,000 |
|----------------------------|----------|---------|-----------|
| Linalee | \$.25 | \$1.00 | \$ 8.00 |
| Ludwig Von Beethoven.... | .35 | 1.80 | 16.00 |
| Mammoth White | .30 | 1.60 | 15.00 |
| Marmora | .20 | | 1.40 |
| Marocco | .30 | .30 | 2.50 |
| Mary Jane..... | .20 | .25 | 2.00 |
| Minuet | .20 | | 1.20 |
| Miss Des Moines..... | .25 | 1.00 | 8.00 |
| Mother Machree..... | .20 | .30 | 2.50 |
| Mrs. F. C. Hornberger..... | .20 | | .70 |
| Mrs. F. White..... | .25 | 1.20 | 10.00 |
| Mrs. Leon Douglas..... | .15 | | .50 |
| Mrs. Van Konynenburg..... | .20 | | .80 |
| Mr. W. H. Phipps..... | .20 | | .60 |
| Nancy Hanks..... | .20 | | .60 |
| Olive Goodrich..... | .20 | | .70 |
| Orange Wonder..... | .25 | .35 | 3.00 |
| Our Selection..... | .25 | .45 | 4.00 |
| Patricia Carter..... | .25 | .35 | 3.00 |
| Pfitzer's Triumph | .20 | | 1.40 |
| Pour Le Merite..... | .25 | 1.00 | 8.00 |
| Prof. Keesom..... | .20 | .30 | 2.50 |
| Queen Louise | .25 | 3.00 | 27.00 |
| Red Phipps | .50 | 5.00 | 40.00 |
| Rita Beck..... | .20 | .25 | 2.50 |
| Royal Lavender..... | .20 | .35 | 3.00 |
| Ruffled Gold | .20 | | 2.50 |
| Salbach's Pink..... | .30 | .80 | 7.00 |
| Senorita | .20 | .40 | 3.60 |
| Spirit of St. Louis..... | .20 | | 3.00 |
| Stuttgardia | .40 | 1.40 | 12.00 |
| Sunshine Girl..... | .40 | 1.60 | 14.00 |
| Veilchenblau | .20 | | 1.20 |
| Winged Victory..... | .30 | 1.00 | 9.00 |
| Yellow Perfection..... | .40 | 1.50 | 12.00 |
| Exhibition Mixed | .20 | .25 | 2.00 |

Gladiolus— Red Phipps

A Phipps seedling, originated by Mrs. Elizabeth Briggs. Much earlier than Phipps.

The blossoms have that charming sheen found in the original Mr. W. H. Phipps Glad.

Plants and bulbs also resemble Phipps, but appear to be free from some weaknesses often found in Phipps stocks.

Spikes long, straight and strong, but no excess baggage. Flower heads run more uniform than Phipps. Few, if any, stubby spikes.

Placement of florets splendid. Facing equally good. Florets set close to spike. No loppy, floppy habits. Ideally built spike and buds for packing and shipping.

Color, a pleasing, glowing bright red. Maybe according to Ridgeway this does not describe it, but the effect is RED that IS red.

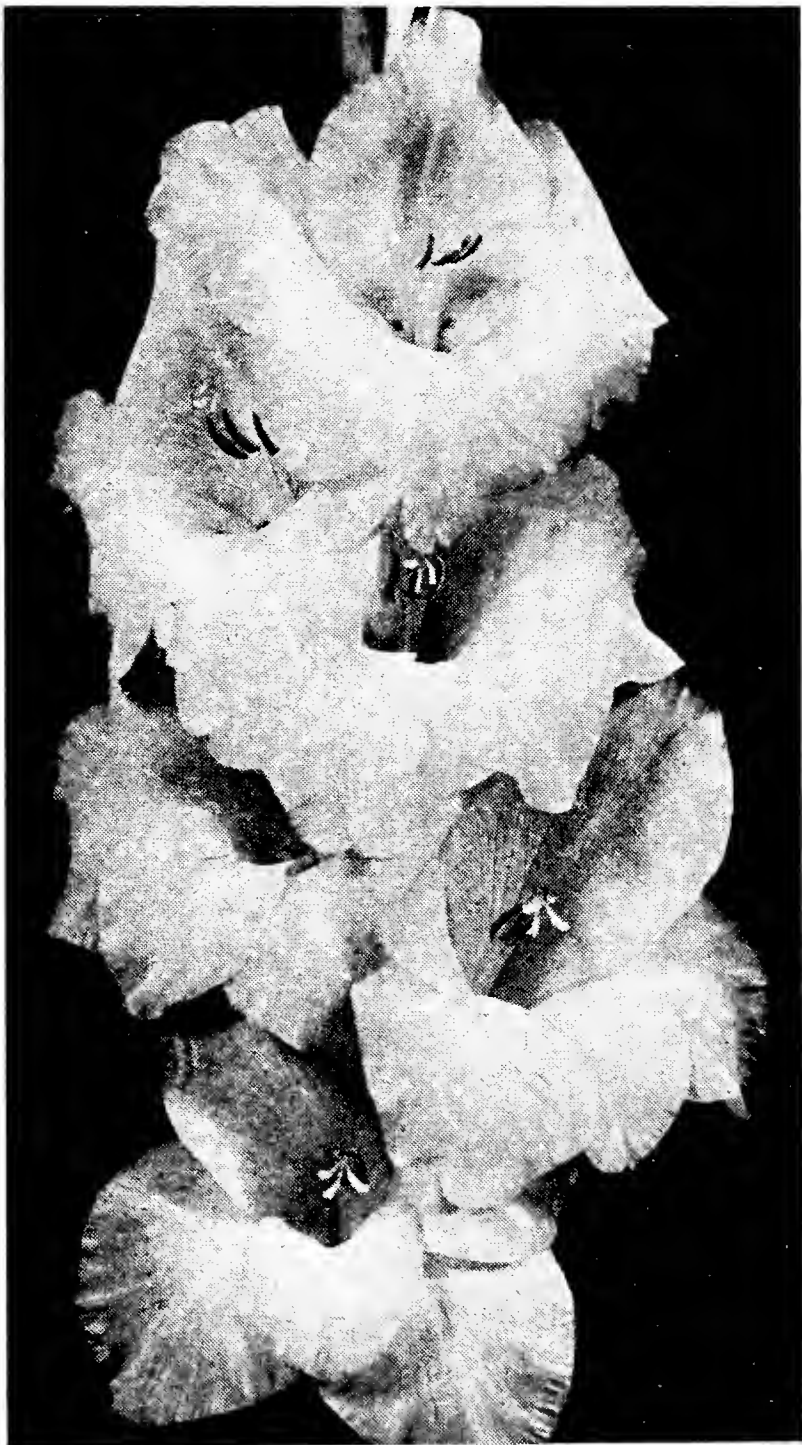
Size of florets good but not gigantic. Like Pfitzer's Triumph, the small bulbs and even bulblets produce blossoms almost as large as those from larger bulbs. Spikes, of course, are not so long and tall, nor so many buds to spike from the small bulbs.

Plenty blossoms open, but not so many at a time as Phipps.

Last season I offered to take back all stock and allow full credit if anyone not pleased with Red Phipps. Not a single bulb or bulblet returned. BUT many sent in good reports and ordered more. That's sumpin'.

I never have claimed that Red Phipps will set the world on fire. But all signs indicate that it will be one of the favorites for fans and, when plentiful enough, will become a "best seller" in the cut flower markets.

A nationally known Glad fan and authority writes: "I have been agreeably surprised and very much pleased with Red Phipps. I was prepared to see a good Glad in this, but did not know just how fine it is. All done blooming, but no W. H. Phipps yet in bloom."



Larger Lots of Gladiolus Bulbs at Prepaid Prices

25 or more bulbs at the 100 rate. Pint or half-pint bulblets at quart rate. If sold out of size ordered, will send size smaller, adding more bulbs to make up the difference in price unless you request otherwise. (You may order 10 at 100 rate of varieties priced at \$10.00 or more per 100 for No. 1 size. No item less than 15c.)

| VARIETY | Size 1 1½ In. Up | Size 2 1¼-1½ Inches | Size 3 1-1¼ Inches | Size 4 ¾-1 Inches | Size 5 ½-¾ Inches | Size 6 ¼-½ Inches | Blts. Per Quart |
|-----------------------|------------------------|---------------------------|--------------------------|-------------------------|-------------------------|-------------------------|-----------------------|
| A. E. KUNDERD | \$ 5.00 | \$ 4.00 | \$ 3.00 | \$ 2.00 | \$ 1.00 | \$.80 | \$ 6.00 |
| AFLAME | 5.00 | 4.00 | 3.00 | 2.00 | 1.20 | 1.00 | 6.00 |
| AIDA | 6.40 | 4.80 | 3.60 | 2.80 | 2.00 | 1.60 | 10.00 |
| APRICOT GLOW | 3.60 | 2.80 | 2.20 | 1.40 | .80 | .60 | 1.50 |
| AVE MARIA | 8.00 | 6.00 | 4.00 | 3.00 | 2.40 | 1.60 | 10.00 |
| BERTY SNOW | 4.80 | 3.60 | 3.00 | 2.40 | 1.60 | 1.20 | 3.00 |
| BETTY NUTHALL | 5.00 | 4.00 | 3.00 | 2.00 | 1.60 | 1.20 | 4.00 |
| CHAS. DICKENS | 4.00 | 3.00 | 2.00 | 1.20 | .80 | .60 | 2.40 |
| COMMANDER KOEHL | 16.00 | 12.00 | 10.00 | 8.00 | 6.00 | 4.00 | |
| CORONADO | 10.00 | 8.00 | 6.00 | 4.00 | 3.00 | 2.00 | 15.00 |
| CORYPHEE | 8.00 | 6.00 | 5.00 | 4.00 | 3.00 | 2.00 | 12.00 |
| DAMASCUS | 16.00 | 12.00 | 10.00 | 8.00 | 6.00 | 4.00 | |
| DR. BENNETT | 3.20 | 2.40 | 1.80 | 1.20 | .80 | .60 | 1.50 |
| DR. MOODY | 4.00 | 3.20 | 2.60 | 2.00 | 1.60 | 1.00 | 5.00 |
| DR. NELSON SHOOK | 3.60 | 2.80 | 2.00 | 1.40 | .80 | .60 | 2.00 |
| FRANK J. McCOY | 14.00 | 11.00 | 9.00 | 7.00 | 5.00 | 4.00 | |
| GLORIANA | 3.00 | 2.40 | 1.60 | 1.00 | .70 | .50 | 1.20 |
| GLORY OF U. S. A. | 20.00 | 16.00 | 10.00 | 8.00 | 5.00 | 4.00 | |
| GOLDEN DREAM | 3.20 | 2.40 | 1.80 | 1.20 | .80 | .60 | 1.20 |
| HEAVENLY BLUE | 10.00 | 7.00 | 4.00 | 2.40 | 1.60 | 1.00 | 5.00 |
| JANET | 15.00 | 12.00 | 8.00 | 6.00 | 4.40 | 3.00 | 12.00 |
| JOERG'S WHITE | 6.00 | 5.00 | 4.00 | 3.00 | 2.00 | 1.20 | 8.00 |
| JONKHEER VAN TETS | 36.00 | 28.00 | | | | | |
| JUBILEE | 20.00 | 15.00 | 10.00 | 8.00 | 6.00 | 4.00 | 32.00 |
| LA PALOMA | 15.00 | 12.00 | 8.00 | 6.00 | 4.40 | 1.20 | 12.00 |
| LINALEE | 16.00 | 12.00 | 10.00 | 8.00 | 5.00 | 4.00 | |
| LOYALTY | 8.00 | 6.00 | 4.40 | 3.00 | 1.80 | 1.20 | 10.00 |
| MARMORA | 5.00 | 4.00 | 3.60 | 2.80 | 2.00 | 1.00 | 5.00 |
| MAROCCO | 8.00 | 6.00 | 4.00 | 3.00 | 2.00 | 1.20 | 10.00 |
| MARY JANE | 6.00 | 5.00 | 4.00 | 3.00 | 2.00 | 1.00 | 6.00 |
| MINUET | 4.00 | 3.20 | 2.40 | 1.60 | 1.00 | | 5.00 |
| MISS DES MOINES | 16.00 | 12.00 | 10.00 | 8.00 | 6.00 | | |
| MISS GREELEY | 24.00 | 20.00 | 16.00 | 12.00 | 8.00 | 6.00 | |
| MOTHER MACHREE | 15.00 | 12.00 | 8.00 | 6.00 | 4.40 | 3.20 | 7.50 |
| MRS. F. C. HORNBERGER | 4.00 | 3.00 | 2.40 | 1.60 | 1.20 | .80 | 2.50 |
| MRS. LEON DOUGLAS | 3.00 | 2.40 | 1.80 | 1.20 | .80 | .50 | 1.20 |
| MRS. VAN KONYNENBURG | 4.00 | 2.80 | 2.40 | 1.60 | 1.00 | .80 | 2.40 |
| MR. W. H. PHIPPS | 3.60 | 3.00 | 2.00 | 1.20 | .80 | .60 | 1.80 |
| NANCY HANKS | 4.00 | 3.00 | 2.00 | 1.20 | .80 | .60 | 2.00 |
| OLIVE GOODRICH | 4.00 | 3.00 | 2.20 | 1.40 | 1.00 | .80 | 2.00 |
| ORANGE WONDER | 8.00 | 6.00 | 4.00 | 3.00 | 2.00 | 1.00 | 9.00 |
| OUR SELECTION | 12.00 | 10.00 | 8.00 | 5.00 | 3.00 | 1.80 | 15.00 |
| PATRICIA CARTER | 8.00 | 6.00 | 4.00 | 3.00 | 2.00 | 1.00 | |
| PFITZER'S TRIUMPH | 3.60 | 2.80 | 2.00 | 1.20 | 1.00 | .80 | 4.00 |
| POUR LE MERITE | 15.00 | 12.00 | 8.00 | 6.00 | 4.00 | 3.00 | |
| PROF. KEESOM | 8.00 | 6.00 | 4.00 | 3.00 | 2.00 | 1.60 | 7.00 |
| RED GLORY | 4.00 | 3.20 | 2.40 | 1.80 | 1.20 | 1.00 | 2.40 |
| RITA BECK | 5.00 | 4.00 | 3.20 | 2.40 | | | 8.00 |
| ROYAL LAVENDER | 8.00 | 6.00 | 4.40 | 3.00 | 2.00 | 1.00 | 10.00 |
| RUFFLED GOLD | 8.00 | 6.00 | 4.00 | 2.80 | 1.80 | 1.00 | 8.00 |
| SALBACH'S PINK | 16.00 | 12.00 | 10.00 | 7.00 | 5.00 | 3.00 | 20.00 |
| SEÑORITA | 8.00 | 6.00 | 5.00 | 4.00 | 3.00 | 2.00 | 10.00 |
| SPIRIT OF ST. LOUIS | 6.00 | 4.80 | 3.60 | 2.40 | 1.60 | 1.20 | 9.00 |
| STUTTGARDIA | 20.00 | 16.00 | 12.00 | 7.00 | 4.00 | | 40.00 |
| SUNSHINE GIRL | 40.00 | 32.00 | 24.00 | 20.00 | 16.00 | 10.00 | 50.00 |
| VEILCHENBLAU | 4.00 | 3.00 | 2.40 | 1.60 | 1.20 | .80 | 5.00 |
| WINGED VICTORY | 20.00 | 16.00 | 10.00 | 7.00 | 5.00 | 3.00 | 27.00 |
| YELLOW PERFECTION | 40.00 | 32.00 | 24.00 | | | | |
| EXHIBITION MIXED | 4.00 | 3.00 | 2.00 | 1.60 | 1.00 | | 6.00 |

To Large Buyers: Growers, dealers and others who can use large quantities of a variety, or a good big order of assorted varieties of Gladiolus bulbs or bulblets, please mail me a definite list of the kinds and quantities you can use from my catalog. Chances are I can save you money on the lot.

Rare Gladiolus Bulbs (5 at the 10 Rate)

| | Per | No. 1 | No. 2 | No. 3 | No. 4 | No. 5 | No. 6 | Bulblets | |
|------------------|------|---------|--------|--------|--------|--------|--------|----------|--------|
| ACADIA | Each | \$ 1.00 | \$.80 | \$.60 | \$.40 | \$.30 | \$.20 | Per | |
| | Ten | 8.00 | 6.40 | 4.80 | 3.20 | 2.40 | 1.60 | 10.. | \$.50 |
| BAGDAD | Each | 2.00 | 1.60 | 1.20 | .90 | .60 | .40 | 100.. | 4.00 |
| | Ten | 16.00 | 12.00 | 9.00 | 7.00 | 4.50 | 3.00 | 2.. | .25 |
| BLUE DANUBE | Each | 1.25 | 1.00 | .80 | .60 | .50 | .40 | 100.. | 10.00 |
| | Ten | 10.00 | 8.00 | 6.40 | 4.80 | 4.00 | 3.20 | 10.. | .50 |
| BLUE TRIUMPHATOR | Each | 2.00 | 1.50 | 1.00 | .80 | .60 | .50 | 100.. | 4.00 |
| | Ten | 16.00 | 12.00 | 8.00 | 6.40 | 4.80 | 4.00 | 10.. | 1.00 |
| CORONATION | Each | 5.00 | 4.00 | 3.00 | 2.50 | 2.00 | 1.50 | 100.. | 8.00 |
| | | | | | | | | 1.. | .50 |
| DEBONAIR | Each | 5.00 | 4.00 | 3.00 | 2.50 | 2.00 | 1.50 | 1.. | .50 |
| | Ten | 40.00 | 32.00 | 24.00 | 20.00 | 16.00 | 12.00 | 10.. | 4.00 |
| ERICA MORINI | Each | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 | 1.. | .50 |
| | Ten | 32.00 | 28.00 | 24.00 | 20.00 | 16.00 | 12.00 | 10.. | 4.00 |
| FATA MORGANA | Each | .75 | .60 | .50 | .40 | .30 | .25 | 10.. | .20 |
| | Ten | 6.00 | 4.80 | 4.00 | 3.20 | 2.40 | 2.00 | 100.. | 1.50 |
| GOLDEN CUP | Each | 2.50 | 2.00 | 1.60 | 1.20 | .90 | | 1.. | .20 |
| | Ten | 20.00 | 16.00 | 12.00 | 9.00 | 7.00 | | 10.. | 1.50 |
| GOLD MINE | Each | 1.00 | .80 | .60 | .50 | .40 | .30 | 10.. | .40 |
| | Ten | 8.00 | 6.20 | 4.00 | 3.60 | 3.00 | 2.40 | 100.. | 3.00 |
| GRAF ZEPPELIN | Each | 1.00 | .80 | .60 | .40 | .30 | .25 | 10.. | .40 |
| | Ten | 8.00 | 6.40 | 4.80 | 3.20 | 2.40 | 2.00 | 100.. | 3.00 |
| HERCULES | Each | 10.00 | 8.00 | 6.00 | 4.00 | 3.00 | 2.00 | 1.. | 1.00 |
| INSPIRATION | Each | 2.50 | 2.00 | 1.60 | 1.20 | .90 | .75 | 1.. | .20 |
| | Ten | 20.00 | 16.00 | 12.00 | 9.00 | 7.00 | 5.00 | 10.. | 1.50 |
| KING ARTHUR | Each | 10.00 | 8.00 | 6.00 | 5.00 | 4.00 | 3.00 | 1.. | 1.00 |
| | Ten | | | 48.00 | 40.00 | 32.00 | 24.00 | 10.. | 8.00 |
| LIBELLE | Each | 2.00 | 1.50 | 1.25 | 1.00 | .90 | .80 | 1.. | .25 |
| | Ten | 16.00 | 12.00 | 10.00 | 8.00 | 7.00 | 6.40 | 10.. | 1.60 |
| MAID OF ORLEANS | Each | 1.50 | 1.25 | 1.00 | .80 | .60 | .50 | 10.. | .50 |
| | Ten | 12.00 | 10.00 | 8.00 | 6.40 | 4.80 | 4.00 | 100.. | 4.00 |
| MOORISH KING | Each | 2.00 | 1.50 | 1.25 | 1.00 | .80 | | 1.. | .25 |
| | Ten | 16.00 | 12.00 | 10.00 | 8.00 | 7.00 | | 5.. | 1.00 |
| MRS. CHASE | Each | 1.00 | .80 | .60 | .50 | .40 | .30 | 10.. | .60 |
| | Ten | 8.00 | 6.40 | 4.80 | 4.00 | 3.20 | 2.40 | 100.. | 4.80 |
| PELEGRINA | Each | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.90 | 1.. | .50 |
| PICARDY | Each | 2.50 | 2.00 | 1.50 | 1.25 | 1.00 | .75 | 1.. | .25 |
| | Ten | 20.00 | 16.00 | 12.00 | 10.00 | 8.00 | 6.00 | 10.. | 2.00 |
| | | | | | | | | 100.. | 15.00 |
| PIRATE | Each | 2.00 | 1.60 | 1.20 | .90 | .60 | .40 | 2.. | .25 |
| | Ten | 16.00 | 12.00 | 9.00 | 7.00 | 4.50 | 3.00 | 100.. | 10.00 |
| RAMESES | Each | 2.00 | 1.50 | 1.25 | 1.00 | .75 | | 10.. | .80 |
| | Ten | 16.00 | 12.00 | 10.00 | 8.00 | 6.00 | | 100.. | 6.00 |
| RAPTURE | Each | 1.00 | .80 | .60 | .40 | .30 | .20 | 10.. | .50 |
| | Ten | 8.00 | 6.40 | 4.80 | 3.20 | 2.40 | 1.60 | 100.. | 4.00 |
| RED PHIPPS | Each | 1.00 | .80 | .60 | .50 | .40 | .30 | 10.. | .60 |
| | Ten | 8.00 | 6.00 | 4.00 | 3.60 | 3.00 | 2.40 | 100.. | 5.00 |
| RIDEAU | Each | 1.00 | .80 | .60 | .40 | .30 | .20 | 10.. | .50 |
| | Ten | 8.00 | 6.40 | 4.80 | 3.20 | 2.40 | 1.60 | 100.. | 4.00 |
| SALBACH'S ORCHID | Each | 1.50 | 1.25 | .75 | .60 | .40 | .30 | 10.. | .60 |
| | Ten | 12.00 | 10.00 | 6.00 | 4.80 | 3.20 | 2.40 | 100.. | 4.80 |
| SCHWABEN GIRL | Each | 1.25 | 1.00 | .75 | .50 | .40 | .35 | 10.. | .40 |
| | Ten | 10.00 | 8.00 | 6.00 | 4.00 | 3.20 | 2.80 | 100.. | 3.00 |
| SOLVEIG | Each | 40.00 | 36.00 | 32.00 | 28.00 | 24.00 | 20.00 | 1.. | 4.00 |
| SPRAY OF GOLD | Each | .75 | .60 | .50 | .40 | .30 | .20 | 5.. | .25 |
| | Ten | 6.00 | 4.80 | 4.00 | 3.20 | 2.40 | 1.60 | 100.. | 4.00 |
| SULTAN | Each | 2.50 | 2.00 | 1.60 | | | | .. | .20 |
| | Ten | 20.00 | 16.00 | 12.00 | | | | 10.. | 1.50 |
| WASAGA | Each | 5.00 | 4.00 | 3.00 | 2.50 | 2.00 | 1.50 | 1.. | 1.00 |
| | Ten | 40.00 | 32.00 | 24.00 | 20.00 | 16.00 | 12.00 | 10.. | 8.00 |
| WOLFGANG VON | Each | 1.50 | 1.25 | 1.00 | | | | .. | |
| GOETHE | Ten | 12.00 | 10.00 | 8.00 | | | | .. | |
| WURTEMBERGIA | Each | 2.50 | 2.00 | 1.50 | 1.00 | .80 | | 10.. | 1.00 |
| | Ten | 20.00 | 16.00 | 12.00 | 8.00 | 6.40 | | 100.. | 8.00 |

Please Make Out Your Own Orders

My slogan, "Leave it to me—JD" is misinterpreted sometimes. It means that I'll look after your order and see that you get your money's worth, and then some.

But I need a definite order to work on. There's a growing tendency for customers to send me checks and simply say, "I'll leave it to JD to select Glads for me."

Two reasons why this can't be done in justice to myself and the customer. One is that I don't know what size bulbs you want or how high in prices you care to go. The other is that it's impossible for me to personally go through the Glad list and select for very many customers. If I'd been born triplets I might do so. But being just one lone JD, I can't. So kindly make your order from catalogue. I'll take the time to run through it and make red ink notations before it is filled. That's my system. "I hope you like it."

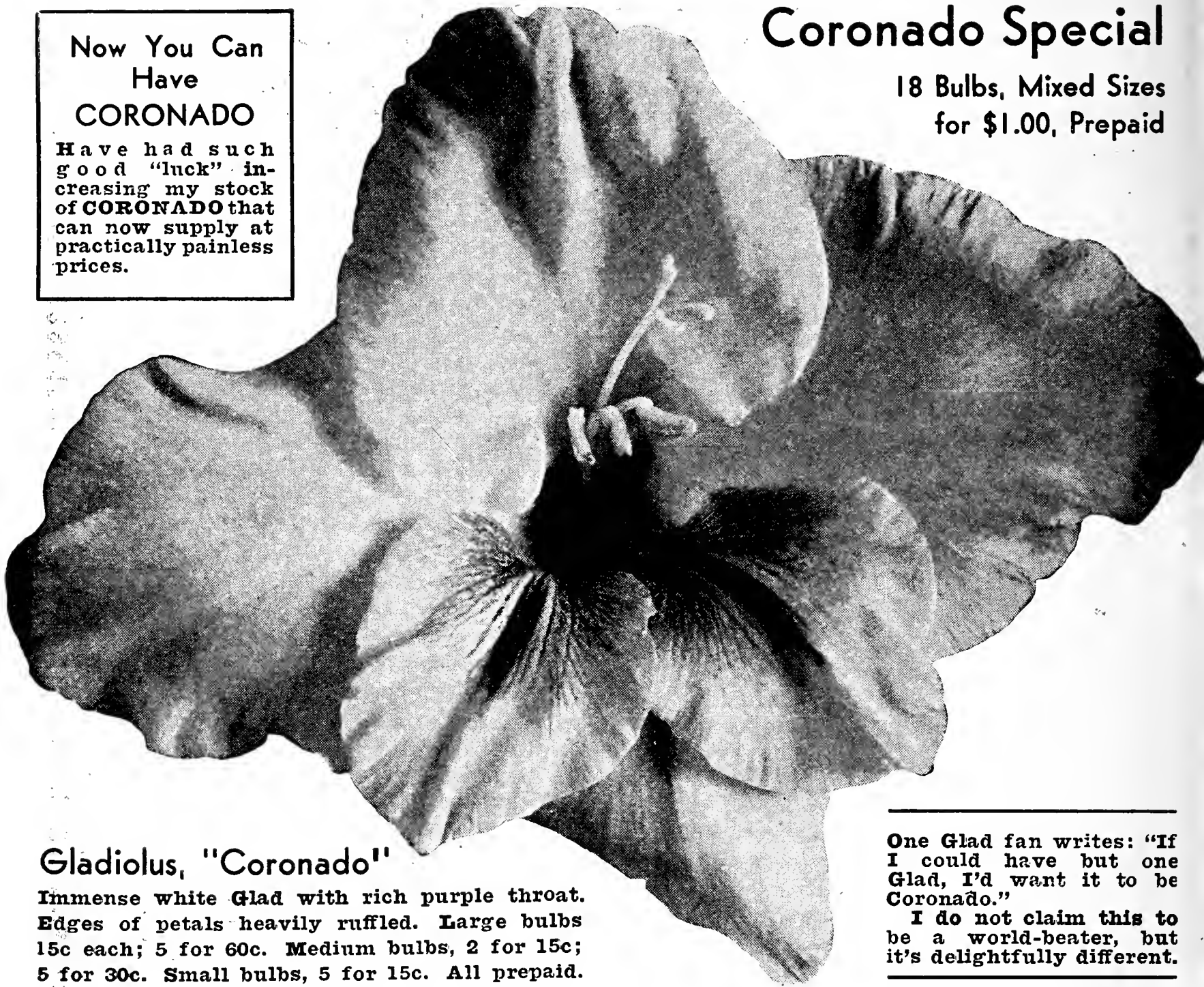


Now You Can
Have
CORONADO

Have had such good "luck" in increasing my stock of **CORONADO** that can now supply at practically painless prices.

Coronado Special

18 Bulbs, Mixed Sizes
for \$1.00, Prepaid



Gladiolus, "Coronado"

Immense white Glad with rich purple throat. Edges of petals heavily ruffled. Large bulbs 15c each; 5 for 60c. Medium bulbs, 2 for 15c; 5 for 30c. Small bulbs, 5 for 15c. All prepaid.

One Glad fan writes: "If I could have but one Glad, I'd want it to be Coronado."

I do not claim this to be a world-beater, but it's delightfully different.

How to Grow Gladioli

The gladiolus is propagated in three ways: by multiplication of the large bulbs, by the tiny bulblets that are found around base of bulbs when digging, and by saving seed that sometimes develops on top of the spike. Stock from bulbs and bulblets comes true to the original, but seed does not. I shall consider the first two ways only in this limited space. Gladioli do not mix from growing near other varieties.

WHERE, WHEN, HOW TO PLANT

Plant in any good garden soil where they will have plenty of sunshine. Don't forget that Glads love sunshine. They do best right out in the vegetable garden, or under same conditions as vegetables are grown. Plant any time from early April until June. Good idea to plant some every two weeks to keep a supply of flowers coming on all summer and fall.

They bloom in about 90 days from planting, depending on variety, vigor of bulbs, depth planted, culture, season, etc.

Mass them in rows or beds, setting the bulbs 4 to 8 inches apart. If in rows, set double or triple rows. Dig trench, set bulbs where wanted, fill trench and job is done.

Cover small bulbs about 3 inches, larger bulbs 4 to 5 inches. The new bulb is formed on top of the one you plant and if too shallow your flower spikes will blow down. Deep planting saves staking. Hilling up around the plants also helps to prevent blowing over.

Cultivate between rows, and plants in the rows, often, keeping soil loose and porous. Water frequently. Glads like lots of water, but with good cultivating will get along with less water.

USE GLADS FOR CUT FLOWERS

While Glads make a nice display in the garden, yet they are still more valuable and satisfactory as cut flowers.

Cut them as soon as the lower blossom opens. Cut stem so as to leave 4 to 6 leaves on the plant to mature the bulb. Place in vase of water and the buds will open from day to day. As the lower blossoms fade, pull them off.

Keep watering the Glad beds after flowers are cut or have quit blooming, so as to mature the new bulbs. These do a good part of their growing after flowers appear.

DIGGING AND STORING THE BULBS

After frost in the fall, dig the bulbs and cut stem off at once close to the bulb.

Save the larger bulblets of such varieties that you care the most for. Do not expose the bulbs to hot sun or frost, but they may dry a day or so in the shade. Hang up in porous bags—a common sugar or burlap bag is very good. Or, use shallow boxes. Store thus in cellar or any place where they will not freeze or get too dry.

Always handle Glad bulbs gently, especially before they get dry and hard. If bulbs begin to mould, spread them out one layer deep in bright sunshine. Or, soak an hour or so in water to which add formaldehyde, 1 tablespoonful to gallon of water. Then dry bulbs. Sun and formaldehyde both death on mould.

Cafeteria or "Help Yourself" Collections

Here's your opportunity to make up your own collection of Glad Bulbs at special prices. But only by complying strictly with the terms of my offer.

FIRST. Not more than one of any item in any one collection.

SECOND. Items must be taken as listed. Don't split any.

THIRD. Smallest collection must amount to 8 items for \$3.00.

FOURTH. You may order by numbers only. Or, number, name, quantity, sizes. Or, cut out the page carefully, simply check the items you want, write your name and address plainly on a slip of paper pinned to the catalog page.

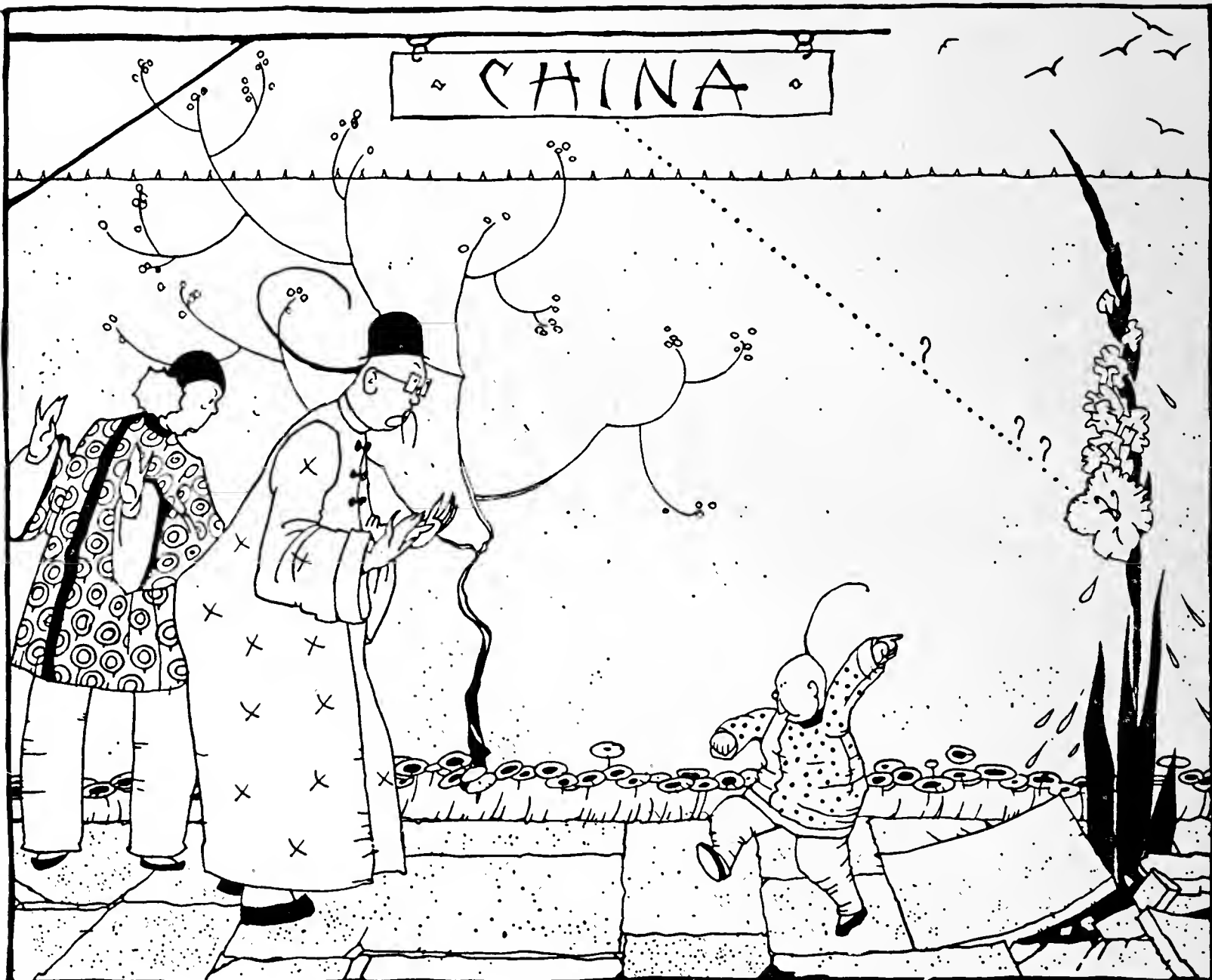
The two letters, **HY**, and the number following, designate or identify the item on that line. The number of bulbs and size follow the name of the Glad.

PRICES FOR "HELP YOURSELF" COLLECTIONS. (Any 8 Items for \$3.00.) (Any 15 Items for \$5.00.) (Any 32 Items for \$10.00.) (Any 50 Items for \$15.00.) **ALL PREPAID.**

HY 1 A. E. Kunderd, 10 No. 2
 HY 2 Aflame, 8 No. 1
 HY 3 Aflame, 11 No. 2
 HY 4 Aida, 7 No. 1
 HY 5 Aida, 10 No. 2
 HY 6 Aida, 14 No. 3
 HY 7 Aida, 18 No. 4
 HY 8 Aida, 22 No. 5
 HY 9 Albatross, 2 No. 1
 HY 10 Ave Maria, 5 No. 1
 HY 11 Ave Maria, 7 No. 2
 HY 12 Ave Maria, 10 No. 3
 HY 13 Ave Maria, 14 No. 4
 HY 14 Ave Maria, 17 No. 5
 HY 15 Ave Maria, 24 No. 6
 HY 16 Bagdad, 5 Blts.
 HY 17 Beat All, 1 No. 1
 HY 18 Berty Snow, 8 No. 1
 HY 19 Berty Snow, 12 No. 2
 HY 20 Berty Snow, 15 No. 3
 HY 21 Betty Nuthall, 8 No. 1
 HY 22 Betty Nuthall, 12 No. 2
 HY 23 Betty Nuthall, 15 No. 3
 HY 24 Betty Nuthall, 20 No. 4
 HY 25 Betty Nuthall, 27 No. 5
 HY 26 Betty Nuthall, 35 No. 6
 HY 27 Blue Danube, 1 No. 4
 HY 28 B. Triumphator, 1 No. 4
 HY 29 Chas. Dickens, 9 No. 1
 HY 30 Chas. Dickens, 13 No. 2
 HY 31 C. Lindbergh, 1 No. 2
 HY 32 Commander Koehl, 2 No. 1
 HY 33 Commander Koehl, 4 No. 2
 HY 34 Commander Koehl, 5 No. 3
 HY 35 Commander Koehl, 6 No. 4
 HY 36 Commander Koehl, 8 No. 5
 HY 37 Commander Koehl, 11 No. 6
 HY 38 Coronado, 4 No. 1
 HY 39 Coronado, 6 No. 2
 HY 40 Coronado, 8 No. 3
 HY 41 Coronado, 11 No. 4
 HY 42 Coronado, 14 No. 5
 HY 43 Coronado, 17 No. 6
 HY 44 Coryphee, 4 No. 1
 HY 45 Coryphee, 6 No. 2
 HY 46 Coryphee, 8 No. 3
 HY 47 Coryphee, 11 No. 4
 HY 48 Coryphee, 14 No. 5
 HY 49 Dr. Bennett, 20 No. 3
 HY 50 Dr. Moody, 10 No. 1
 HY 51 Dr. Moody, 13 No. 2
 HY 52 Dr. Shook, 11 No. 1
 HY 53 Dr. Shook, 14 No. 2

HY 54 Fata Morgana, 1 No. 2
 HY 55 Frank McCoy, 4 No. 1
 HY 56 Glory of U. S. A., 2 No. 1
 HY 57 Glory of U. S. A., 3 No. 2
 HY 58 Glory of U. S. A., 7 No. 4
 HY 59 Gold Mine, 1 No. 3
 HY 60 Janet, 2 No. 1
 HY 61 J. Van Tets, 1 No. 1
 HY 62 Jubilee, 2 No. 1
 HY 63 Jubilee, 3 No. 2
 HY 64 Jubilee, 4 No. 3
 HY 65 La Paloma, 2 No. 1
 HY 66 Linalee, 3 No. 1
 HY 67 Linalee, 4 No. 2
 HY 68 Loyalty, 6 No. 1
 HY 69 Loyalty, 8 No. 2
 HY 70 Loyalty, 10 No. 3
 HY 71 Marmora, 8 No. 2
 HY 72 Marocco, 6 No. 1
 HY 73 Marocco, 8 No. 2
 HY 74 Marocco, 11 No. 3
 HY 75 Marocco, 14 No. 4
 HY 76 Marocco, 19 No. 5
 HY 77 Marocco, 25 No. 6
 HY 78 Mary Jane, 7 No. 1
 HY 79 Mary Jane, 9 No. 2
 HY 80 Mary Jane, 12 No. 3
 HY 81 Minuet, 10 No. 1
 HY 82 Minuet, 12 No. 2
 HY 83 Miss Des Moines, 3 No. 1
 HY 84 Miss Des Moines, 4 No. 2
 HY 85 Miss Des Moines, 5 No. 3
 HY 86 Miss Greeley, 2 No. 1
 HY 87 Miss Greeley, 3 No. 2
 HY 88 Miss Greeley, 4 No. 3
 HY 89 Mother Machree, 2 No. 1
 HY 90 Mother Machree, 3 No. 2
 HY 91 Mrs. Konynenburg, 9 No. 1
 HY 92 Mrs. Konynenburg, 12 No. 2
 HY 93 Mrs. Konynenburg, 16 No. 3
 HY 94 Mrs. Konynenburg, 20 No. 4
 HY 95 Olive Goodrich, 10 No. 1
 HY 96 Olive Goodrich, 14 No. 2
 HY 97 Orange Wonder, 5 No. 1
 HY 98 Orange Wonder, 8 No. 2

HY 99 Orange Wonder, 12 No. 3
 HY 100 Orange Wonder, 16 No. 4
 HY 101 Orange Wonder, 20 No. 5
 HY 102 Our Selection, 3 No. 1
 HY 103 Our Selection, 4 No. 2
 HY 104 Our Selection, 6 No. 3
 HY 105 Our Selection, 10 No. 4
 HY 106 Our Selection, 14 No. 5
 HY 107 Our Selection, 19 No. 6
 HY 108 Patricia Carter, 5 No. 1
 HY 109 Patricia Carter, 7 No. 2
 HY 110 Pfitzer's Triumph, 10 No. 1
 HY 111 Pfitzer's Triumph, 14 No. 2
 HY 112 Pfitzer's Triumph, 19 No. 3
 HY 113 Pfitzer's Triumph, 26 No. 4
 HY 114 Pfitzer's Triumph, 32 No. 5
 HY 115 Prof. Keesom, 4 No. 1
 HY 116 Prof. Keesom, 6 No. 2
 HY 117 Prof. Keesom, 9 No. 3
 HY 118 Prof. Keesom, 12 No. 4
 HY 119 Red Phipps, 1 No. 3
 HY 120 Royal Lavender, 5 No. 1
 HY 121 Ruffled Gold, 5 No. 1
 HY 122 Ruffled Gold, 7 No. 2
 HY 123 Ruffled Gold, 10 No. 3
 HY 124 Salbach's Pink, 3 No. 2
 HY 125 Spirit of St. Louis, 6 No. 1
 HY 126 Spirit of St. Louis, 8 No. 2
 HY 127 Spirit of St. Louis, 10 No. 3
 HY 128 Stuttgardia, 2 No. 1
 HY 129 Stuttgardia, 3 No. 2
 HY 130 Sunshine Girl, 1 No. 1
 HY 131 Sunshine Girl, 2 No. 2
 HY 132 Sunshine Girl, 3 No. 3
 HY 133 Sunshine Girl, 4 No. 4
 HY 134 Sunshine Girl, 5 No. 5
 HY 135 Troubadour, 2 No. 1
 HY 136 Veilchenblau, 8 No. 1
 HY 137 Veilchenblau, 12 No. 2
 HY 138 Veilchenblau, 16 No. 3
 HY 139 Veilchenblau, 25 No. 4
 HY 140 Veilchenblau, 35 No. 5
 HY 141 Veilchenblau, 42 No. 6



What Happened When a Careless Gardener in the U. S. A. Planted One of J. D. Long's Gladiolus Bulbs Upside Down

(Reprint from "Gladiolus Review," the official magazine of the American Gladiolus Society. Drawing by Mrs. Mary Campbell, Athens, Pa.)

It's just too bad for me, my business, and my customers, that I'm so exceedingly modest! Otherwise I'd say more about the wonderful quality of seeds, plants and bulbs offered in this catalog. Especially the Gladiolus bulbs.

If I'd stress this more, I'd get more orders. That's where I come in. And the more orders, the better for my customers as well.

In times past I have said a little about Colorado's high altitude and world-famous sunshine, and how come these help produce Glad bulbs with unusual health and vigor.

Time and again, my customers write me, saying my Glad Bulbs make a quick get-away and forge ahead during the season. From Australia and New Zealand I've had the most amazing reports to this effect. Customers there declare they note a decided difference in favor of my stocks. Last September one large grower in New Zealand wrote me, "Your bulbs certainly do very well with me—they get away **quicker** than others I've had from U. S. A. I can be more sure of getting sizeable corms in April from your stock of No. 5 bulbs than from any other, whatever the reason may be."

Seems funny to us, doesn't it, to talk about April as digging time. Their fall is our spring.

One reason I can give our N. Z. friend is that sunshine stores up starch in bulbs, and starch gives that vigor and pep. When it comes to sunshine—that's where Colorado shines—about 367 days of sunshine every year, you know!

Lots more I could tell about the pep, power, speed, of Colorado bulbs if I could spiel like our mutual friend Ed Wynn, the "Fire Chief."
So-o-o-o!



STATICE (SEA LAVENDER)

Every Glad grower should have Statice for mixing with cut Glads. Prices for Seed and Roots on page 35.



Miss Greeley

"The Queen of Glads"

Yes, I know. That's taking in a lot of territory. I don't mean it to be final. Just something to think about, you know.

Any of us can get along without doing much heavy thinking—IF we are just smart enough to get others to think for us.

Well, that's the way I came to use that headline, "The Queen of Glads." My good friend and fierce competitor, P. J. Pentecost, did the thinking for me. He has admired Miss Greeley ever since he set eyes on her, the summer of 1931.

P. J. wrote me the other day "If Mr. W. H. Phipps is the King of Glads, then I think Miss Greeley is the Queen." Probably you know that Phipps wins first place every time. Roscoe Huff, secretary of the American Gladiolus Society, Goshen, Indiana, checks up and publishes the votes cast for most popular Glads.

And the glad fan who has done more than anyone else to enthrone Phipps is this man Pentecost. Usually at any big eastern and middle west shows, where you see Phipps you see Pentecost. Where you see Pentecost, you see Phipps. (In California, it's Clinton Pedley who sets King Phipps on the throne.)

My land, what's all this got to do with our heroine, Miss Greeley? Just this: It didn't take Mr. Pentecost long to discover that Miss Greeley resembles Phipps so much that it sells right along with Phipps in the cut flower market. And what's MORE, Miss Greeley comes into bloom about three weeks earlier

than Phipps. Seems like nothing more need be said. Anyone ought to figure out the moral.

That's so, I almost forgot to tell you that the very small snapshot was sent me by friend Pentecost. It shows three spikes of Miss Greeley grown by him from bulbs he got from me last spring. For prices, see pages 20, 24. (No bulblets to spare this season.)

From North Dakota. "The feature of the early season has been Miss Greeley. Miss Greeley has enormous spikes, stands heat well and has floescence approaching Phipps at its best."—J. H. L.

Here's That Favorite Australian Glad

"Our Selection"

And here's some interesting news about this Glad.

The Glad fans in Australia maintain a large testing or demonstration garden. As I understand it, visitors or members, or both, vote for their favorite Glad.

Am not clear just how the contest is conducted. Perhaps by a committee of judges. At any rate, the "popularity contest" is conducted in a first class manner, for that is the way our Australian friends do things way around on the other side of the world.

Now the point, or good news, is that the past season the Glad which won first place in this contest was OUR SELECTION.

And believe me, a Glad must go some to win out in competition with the many grand and glorious varieties in Australia. And, by the way, OUR SELECTION won first prize at Boston, 1930.

The illustration of this popular Glad is from the same photo I received from one of my customers back east and has been used before. I fully intended to get a good photo of **OUR SELECTION** myself last summer. Had plenty wonderful spikes. But I just fooled around and let opportunity knock, and go on his way. Bet I'll get one next summer.

I can't tell you why visitors, almost without exception, fall for OUR SELECTION. You'll just have to see it and figure it out for yourself. I can't describe the Glad any more than to say that it is called by some a salmon-red, flecked with a deeper shade, usually but not always marked on the outer part of the flower with slate-blue flakings. It's different.

A cerise cream bordered blotch lights up the lower petals of the large ruffled blossoms, which are well arranged on good straight spike. Many flowers open, facing one way.

That is the typical specimen. There are many variations, which add interest. The more you have the greater the fascination. Fortunately, OUR SELECTION is a good propagator, so you can now have a good supply at moderate cost. For prices, see pages 20 and 24, also the Blue List.



"J. D. Sez, Sez 'e"

It's little short of a crime the way I've condensed descriptions of many fine Glads in this catalog. Please note that I've not attempted to give all the markings and shades, but just the main color effects in descriptions.

But here are some of the new and near-new kinds that showed up unusually well last summer.

AIDA. Don't cry if you can't have the moon, or Pelegrina. Some say Aida is fully as richly colored as the newer Pelegrina. **AVE MARIA** is bringing in enthusiastic reports from coast to coast. Here's one from Des Moines that came in the other day. "Hooray for Ave Maria, my first spike to show color. About the prettiest shade of near blue that I have seen and stands the heat exceptionally well." **BLUE DANUBE** amazed me this season with its massive tall spikes and large, well-placed blooms to match. **COMMANDER KOEHL** set a new record. The spikes were almost without exception tall and straight, the blooms immense, well-faced and plenty of them open at a time, with many more buds ready to prolong the display. It's a wonderful Glad. **CORONADO** has also supplied many beautiful blooms, some even larger than the one illustrated on page 26. **VAN TETS** and **MAID OF ORLEANS** certainly made an imprint among the whites. **MAROCCHO** goes to the other extreme and is the darkest maroon, almost black. **MISS GREELEY** has caught the fancy of commercial growers because it enables them to supply their florists with cut Glads that take the place of Phipps three weeks earlier before the Phipps crop comes in. **OUR SELECTION** has increased so splendidly that I can now offer it within the reach of all. This is the spectacular Australian Glad different from anything originated in our country. **PICARDY** stands at the head of the class of new Glads.

Vox Populi

"The Voice of the People"

CALIFORNIA. "Thank you for the nice bulbs you sent me. They are wonderfully clean, healthy and good looking bulbs. Thanks also for the liberal count and size."—Mrs. L. M. S.

OHIO. "I have bought bulbs from many growers, but you have them all beat in that **HELP YOURSELF COLLECTION**."—E. L. Q.

WISCONSIN. "It sure was swell of you to send such a generous supply of each kind. The bulbs all look nice and healthy. I have already made out an order for next fall. That's how pleased I am."—E. D. G.

MISSOURI. "Boy, was I surprised, and pleased! That don't half express it."—H. P. M.

CANADA. "Bulbs arrived O. K. They are as fine a lot as I ever saw."—G. R. F.

INDIANA. "Your stock of small bulbs bloomed ahead of the originator's large bulbs."—W. W.

CALIFORNIA. "The Blue Danube you sent me in No. 4 size bulb is in bloom—4 feet tall, erect, proud and stately—15 florets, 8 open at one time. Wish you could see it."—L. H. B.

NEW YORK. "I certainly had great results with bulblets bought of you. All varieties germinated nearly 100 per cent. And from the 400 bulblets of Gloriana I harvested 678 bulbs. You must have given me big count."—W. S.

ILLINOIS. "I received the Glad bulbs you sent, and am more than pleased with quality and quantity. Here is a tip that may help your customers who have warm storage, causing bulbs to sprout and become infested with lice. For 400 bulbs or so I get half a bushel of sawdust, mix in a pound of pow-

dered tobacco stems, then mix the bulbs in this and place as far from the furnace as possible. Results have been perfect."—J. E. S.

KANSAS. "I cannot express my thanks enough for the generous filling of my order. The bulbs were the finest quality I have seen for some time."—F. H.

TENNESSEE. "Like the little girl, I'm 'just tickled to death' over the lovely bulbs you sent, and the liberal count in filling my order."—Mrs. D. G. M.

VERMONT. "Glad bulbs just arrived and I want to tell you what a great pleasure it was to unpack the bulbs and find such fine clean bulbs and generous overcount."—G. B. L.

COLORADO. "The rural mail carrier just brought your Glad bulbs. Your method of packing would have safely delivered to the arctic zone. And such sound, clean looking stock, with plenty of extras."—D. S. C.

IOWA. "I was certainly pleased with the Gladiolus bulbs received from you. Your Long count goes over big."—Mrs. C. H.

NEW YORK. "I have been looking over my books and find that every bulb ordered from you has bloomed, even the small ones. Last fall I ordered 6 bulblets of J. Van Tets from you. This fall I dug 1 No. 3, 1 No. 4 and 7 large No. 5 bulbs."—Mrs. E. J.

MONTANA. "I have bought many bulbs in past years, and have paid considerably more for a lot of them than I paid you, but don't know if any of them looked quite so good to me as did this order."—G. A. B.

CHICAGO. "The Glads I had from you last year produced the finest flowers in the neighborhood, and I was very proud of them."—Mrs. C. W.

OHIO. "The bulbs were packed fine, and were the finest lot I ever received, and that is saying something, for I have bought bulbs all over the country the past five years."—H. H. H.

NEW JERSEY. "I want to thank you for the Long count and extras sent in my Glad order."—W. K.

MICHIGAN. "I got the surprise of my life. You certainly rectify mistakes."—D. C. H. (That's one on me—JD. You see, I made at least ONE mistake in my career.)

NORTH DAKOTA. "I want to thank you for the most generous count in filling my Glad order. In return I have had the pleasure of sending another Glad fan your way. I gave him your catalog."—C. H.

INDIANA. "Red Phipps is the most wonderful red I have ever had, and from a medium size bulb."—E. M.

OHIO. (Again, or yet!) "When I sent to you for bulblets I was in a quandary, as I had before me prices cheaper yet than these. So I got to thinking of the square deals I'd had before—of Long count, true, clean stock—in better days of yore. And when I took my package from the mail man at the door I found that you had been more liberal than before. While I was gloating o'er the bulbs, my wife sez, sez she, 'Where is that breezy Garden Book which comes from that JD. 'Tis always full of helpful hints that mean so much to me.' So many thanks to you, dear sir, and may your days be long, so when we've any cash to spare, I'll sure be sending it along."—E. W. Jenkins, Brookfield, Ohio.

NEW YORK. "I fail to understand how, if once you have a customer, you can lose him—unless he passes on."—G. A. P.

IOWA. "I like Red Phipps, but the blooms are not as large as I expected."—C. H. (This one got by the censor, you see!—JD.)

DENVER. "At the Denver flower show yesterday I carried off the sweepstakes in Gladiolus division. As all my bulbs came from J. D. Long, I thought you would be glad to get the good news."—R. E. E.

Just What Is Good Value?

Naturally, we all like to receive as much in real value for our money as possible. But in buying some commodities there are many things to consider.

This is especially true in buying Glad bulbs. When you hear a Glad buyer say, "I can beat your price," expecting such a statement to cause the seller to wilt and apologize and cut his own price, then you may know that the buyer is either bluffing or simply doesn't know any better—is not posted on the following points:

FIRST: QUALITY. There's a whale of a difference in the quality of Glad bulbs. Freedom from disease is a big factor.

SECOND: PURITY. Keeping stocks from becoming mixed is one of the Glad grower's hardest problems. We all fail at times. But some stocks are seriously mixed.

THIRD: SIZE. Even though bulbs may conform to the 6 standard sizes in grading, yet some growers are much more liberal than others. My own graders run 1-16th inch over-size. Some other growers grade as liberally also. A still greater difference comes in sizes, listed as **Large, Medium and Small.**

COUNT: Whether it's a good idea or not, the policy of giving some overcount in filling Glad orders is here to stay. Especially in small and moderate sized prepaid lots.

SAFE DELIVERY: My customers can bank on absolutely safe delivery. Nothing to worry about. Also, always have the privilege of returning any part or all of any order at my expense for prompt cash refund, if not well satisfied.

BULBLETS: Far greater variation in size than with bulbs. Even difference in amounts sold as pints and quarts. Some heap 'em up. Some don't.

MAKING GOOD: At times some stocks may not turn out true, or the customers may have "bad luck." It's worth a lot to buy from a grower who is responsible, and well able to help you out.

Not only must he be able to do so, but to do you any good he must be willing also. In this even modesty does not prevent me from saying that I for one go the limit to see that a customer gets good returns for money invested in my stocks. Rarely, some one demands things beyond all reason. Then I may balk. But far more often I send some more stock when customer has bad luck, even when failure was not due to any fault of the bulbs.

TO SUM UP: I cannot be changing my prices, and would not even if I could, to meet some others who may cut, after my prices are in print. **BUT** I do make it my business to see that you get plenty overcount to offset differences in prices.

FINALLY: I don't set myself up as being the only high class Glad grower. I have been around a lot, have tested stocks from many growers. I know there can be and is a whale of a difference in quality and purity of stocks.

But I'll hand it to many of my "fierce competitors," who are also my good friends. Plenty of them who also grow splendid stocks. My slogan is, "As good as any, and better than many."

The point is, if you buy, say, a Madole hammer, a Disston saw, a Nicholson file, or any such standard branded article, all you need to think of is the size, pattern and price. Here PRICE competes with PRICE, for the value of the article is the same, no matter of whom you buy. But when I quote you on Glads, and some other grower also quotes you on the same varieties and sizes, we two are NOT quoting you on exactly the same articles or goods. Get me? Okay, I'm glad you do.

It isn't what you are promised. It isn't what you expect to get. It's what you really get that counts. That's why I say, "Leave it to me—JD."

Glad Gossip

My word, how it has grown! Originally, the Gladiolus department required only part of one column in my spring catalog.

But look at it now! Other departments have not been neglected. They are stronger than in former years. But I got so interested in Glads that they have become a hobby with me. And I'm glad of it. Fine for me, and great for thousands of my customers who are also becoming "Glad conscious," or Glad fans.

Even if I never accomplished anything more, I shall feel I've done something worth while in helping others get more out of life by growing, knowing and loving Glads. Wish you could read the letters I receive from many who have discovered how far a little money goes in furnishing entertainment right around their own homes, for the whole family. And beautifying the homes, outside and inside.

Some—in fact, a good many—have developed their Glad hobbies into paying businesses, either on the side or as full time jobs. One thing I've never been guilty of is telling my friends and customers that there's a fortune in growing Glads. I know many who have done right well with Glads commercially. And I see others gradually building up a pleasant and profitable Glad business. It's largely a matter of love for the work, a reasonable amount of business sense, patience and perseverance, an honest and liberal policy of giving every customer a square deal, and adding some of the newer and better varieties each year. Never a get-rich-quick proposition.

Frequently I'm asked why I've dropped certain varieties from my list. I cannot take time to answer such inquiries nor do I deem it my "bounden dooty" to do so.

Usually, the reason is, I don't care to have too large a list to look after and keep varieties from becoming mixed. As I add new kinds I must drop some of the older varieties. Often it is most convenient to drop kinds of which my stocks have run so low that not much loss in omitting them from my list. Sometimes, because the varieties are slow propagators, or the bulbs they produce are very tender, even a little bruising causing them to look bad and even "mummify" in storage. Some kinds just naturally produce a large percent of tough looking, unsalable bulbs. They may grow all right, but customers would not accept them. Other varieties have been superseded by similar but better originations.

Speaking of appearance of bulbs, while it is true that some stocks are diseased and a few bulbs in any lot may be diseased, yet I'm sure there is a lot of unwarranted worrying being done over bulbs that may seem to be diseased, but are really OK. Appearances are against them. They have been abused in handling. Or met with bug bandits that disfigured them. Or grew so fast they outgrew their clothes, or were dug too late—any one of a thousand little conditions might have caused them to lose that schoolgirl complexion.

Some bulbs have thick husks that cover the entire bulb. Others go modern and wear almost no clothes. And by the time the latter have been pawed over in the trays all winter they are fit candidates to join one of these new cults we read about that have gone native. Yet many growers take time to remove the husks from their choicest bulbs before planting. So why worry if some of the bulbs you receive are already prepared to be planted?

Referring again to diseased bulbs, or bulbs that seem to have jaundice, hives, shingles, or what not—most large commercial growers treat their stocks on general principles, and if bulbs you receive are grown from such treated stocks there is seldom any need of the small grower bothering about treating

Continued on page 40



LONG'S Named IRIS

(My Finest Varieties)

IRIS—for Borders :- IRIS—for Beds :- IRIS—for C

The Iris is the rainbow personified. A goddess who visits us in garments of indescribable splendor, and while she is with us we are in wonderland. The lure of her loveliness is irresistible. The delicacy, refinement and harmonious interweaving of colors in which she is clothed is beyond the brush of man. Wherever invited they become favorites. Their fame is spreading and the day is fast approaching when they will have their rightful place in every garden.

(Iris prepaid in U. S. A. If for Canada add 4c each division.)

| | Each |
|---|--------|
| AMBASSADEUR. Standards bronzy-violet. Falls rich velvety red-purple..... | \$.15 |
| ANNA FARR. Flowers white, bordered with blue..... | .15 |
| ANTARES. Soft cream shaded and marked ageratum-blue..... | .50 |
| ARCTURUS. Standards yellow. Falls purple with yellow margin..... | .50 |
| ARGOS. Standards blue. Falls velvety petunia-violet..... | .50 |
| ASIA. Standards lavender, suffused purple. Falls light purple. Tall. Large... | .25 |
| BLACK PRINCE. True Perry variety. (Not Kochi.) S. intense violet. F. black-purple. Rich, attractive combination..... | .15 |
| BOUREM. Bright deep wine red..... | 2.00 |
| BRANDYWINE. Light blue of pleasing shade..... | .25 |
| BRUNO. Standards bronze, tinted lavender, shading to yellow at base. Falls deep rich red-purple..... | .50 |
| BUTO. Large rich velvety royal purple..... | 1.00 |
| CANDLELIGHT. Lovely large flowers of pinkish lavender illuminated from within with a rich golden glow..... | 1.00 |
| CARDINAL. S. lavender-rose. Falls purple-red, velvety texture..... | 1.00 |
| CONQUISTADOR. Deep mauve to light purple. Tall, large..... | .25 |
| COPPERSMITH. S. crimson-purple. Falls Indian lake to Dahlia carmine, producing a rich copper red velvet effect..... | 1.00 |
| DOXA. Blend of creamy buff, olive and blue..... | 2.50 |
| DREAM. Both standards and falls beautiful lilac-pink. Splendid..... | .15 |
| DR. CHAS. H. MAYO. Lovely pink tone. Fragrant..... | .50 |
| DUKE OF BEDFORD. Brilliant deep violet-purple. Velvety..... | .50 |
| EDGEWOOD. A pink and yellow bi-color effect..... | 2.00 |
| EL CAPITAN. Bluish violet bi-color. Large and fine..... | 1.00 |
| ETOILE du MATIN. Standards sulphur yellow, dotted brown at base. Falls same washed blue veined maroon..... | 1.00 |
| FOLKWANG. S. light rose pink. F. deep rose carmine..... | .50 |
| FRA ANGELICO. Gold, with flush of blue. A sunset effect..... | .50 |
| FRIEDA MOHR. One of the largest and most outstanding of Iris. It's immense, yet charming. A bi-color with soft lilac standards and deep lilac-rose falls.. | 1.00 |
| GAVIOTA. Creamy-white, edged with yellow..... | .25 |
| GLOWING EMBERS. Brownish lavender to pansy-purple..... | .50 |
| GOLD IMPERIAL. Clear yellow, deeper than Primrose..... | .25 |
| GRACE STURTEVANT. Marvelous. Dark reddish brown and violet-carmine. Velvety falls with deep orange beard..... | 5.00 |
| IMPERATOR. Standards light red. Falls deep velvety rose red. Large..... | .25 |
| INDIAN CHIEF. Standards beautiful pinkish red. Falls deep rich velvety red. Flower large and well formed. Heavy substance..... | 4.00 |
| IRIS KING. Standards golden yellow. Falls maroon, edged yellow..... | .15 |
| ISOLENE. Standards rose pink. Falls purplish-rose..... | .15 |
| KANSAS. Beautiful ruffled lavender pink..... | 2.00 |
| KOCHI. Early blackish-purple..... | .15 |
| LABOR. Luminous, reddish-violet with coppery glow..... | 1.50 |
| LADY BYNG. Light lavender with a slight suffusion of rose..... | .25 |

LUCKY 13 IRIS MIXTURE

Thirteen Iris divisions, named varieties, but none labeled. If bought singly would cost \$2.30. The 13, not labeled, only \$1.10, prepaid.

LONG'S "Colorful Colorado"

Iris Collection \$8.88

See page 34

LONG'S \$2.22 Iris Collection

Ambassadeur
Asia
Black Prince
Brandywine
Conquistador
Dream
Duke of Bedford

Gold Imperial
La Neige
Morning Splendor
Oriflamme
Opera
Souv. M. Gaudichau
Sweet Lavender

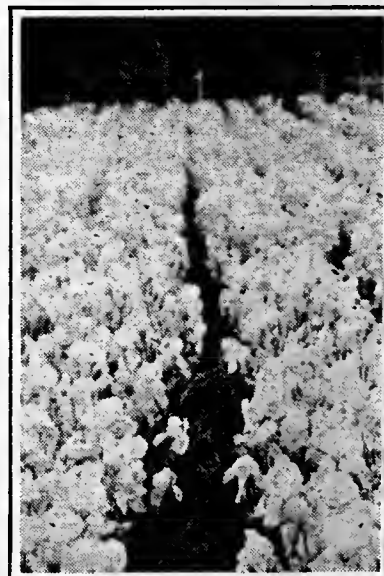
One each, labeled, \$2.22, prepaid.

LONG'S \$5.55 Iris Collection

Bourem
Bruno
Candlelight
Cardinal
Duke of Bedford
Frieda Mohr

Kansas
Labor
Midgard
Ophelia
Souv. M. Gaudichau
White Knight

One each, labeled, \$5.55, prepaid.



"Tha

for Spring Delivery 1933

ies, Ready for Your Garden--J. D.)



Flowers :- IRIS—for Fragrance :- IRIS—for Color

| | Each |
|---|--------|
| LA NEIGE. Pure white French variety. Exquisite..... | \$.15 |
| LENT A. WILLIAMSON. S. lavender-violet. Falls violet-purple..... | .15 |
| LORD OF JUNE. Standards lavender. Falls violet-blue. Tall..... | .15 |
| LOS ANGELES. Giant white, faintly marked blue..... | 2.50 |
| MIDGARD. Heavy-textured flowers of bright pink overlaid with a silver tone blending to yellow on the haft..... | 1.00 |
| MIRASOL. A glorious pure chrome-yellow..... | 3.50 |
| MONTEREY. Dark bronzed red-violet..... | 3.00 |
| MORNING SPLENDOR. Standards petunia-violet. Falls raisin purple..... | .25 |
| MOTHER OF PEARL. Iridescent shades of Mother of Pearl..... | .15 |
| OMAHA. Standards soft rose. Falls old rose. Large..... | 1.00 |
| OPERA. Standards livid purple. Falls velvety purple..... | .25 |
| OPHELIA. Blend of copper and gold and mauve..... | 1.00 |
| ORIFLAMME. Standards dark lavender. Falls hortense-violet. Edges of petals daintily waved or frilled. Sweet scented. Very large..... | .15 |
| ORION. Standards smoky violet. Falls plush-like black purple..... | 1.00 |
| PALLIDA DALMATICA. Lavender-blue. Tall..... | .15 |
| PEERLESS. Rich, deep glowing red..... | 1.50 |
| PLUIE d' OR. Tall pure golden yellow..... | 5.00 |
| REFULGENCE. Gigantic flowers on tall, stout stems. S. light violet-blue with bronze shadings. Falls are deep velvety violet-purple..... | 5.00 |
| ROMOLA. Standards lilac. Falls velvety red-violet..... | 1.00 |
| SACRAMENTO. Standards white, heavily flushed purple. Falls white, edged purple. Very large..... | 5.00 |
| SAN FRANCISCO. Immense white blossoms, edges of petals tinted lavender. Leads in this color combination..... | 2.00 |
| SAN GABRIEL. Standards light lavender-violet. Falls deeper..... | .50 |
| SANTA BARBARA. Pure lavender-blue..... | .50 |
| SNOW WHITE. White with pale green venations. Fine form..... | .50 |
| SONOMA. Vigorous late Iris of pale yellow..... | 1.00 |
| SOUV. LOETITIA MICHAUD. Lovely soft blue..... | 1.00 |
| SOUV. MME. GAUDICHAU. Standards violet. Falls brilliant blackish purple. Dark, velvety bi-color of fine shape and finish and of exceptional substance.. | .15 |
| SUSAN BLISS. Delightful shade of rose-pink..... | .25 |
| SWEET LAVENDER. Standards French gray lavender. Daintily frilled..... | .15 |
| TRUE CHARM. Charming white edged with blue-lavender..... | .50 |
| TRUE DELIGHT. White with rose-pink styles and margins..... | .50 |
| WHITE KNIGHT. Pure white. Sweet scented..... | .15 |
| ZUA. Soft pearl gray with creped or crinkled petals. Novelty..... | .25 |

SPECIAL Any two 15c Iris for 25c (10 for \$1.00). Any three 25c Iris for 50c.
Any three \$1.00 Iris for \$2.00. Write for prices on higher priced kinds
in lots of 3 or more.

New Iris List in July Special edition, listing the new crop, also new kinds of Irises
for summer delivery, will be sent to those who ask to be
put on my SPECIAL IRIS MAILING LIST. Don't order from Spring catalog after
May 15th. Ask for the JULY list for summer delivery. SEND ME YOUR NAME
AND ADDRESS NOW FOR THE JULY LIST. "Jest a postcard will do."
Spring shipments made any time when frost out of ground in March to May 15th.
If come too late for spring shipment, orders will be put on file for July delivery.



Me—JD," in My Iris, June 7, 1932

LONG'S \$9.99 Iris Collection

| | |
|--------------|------------|
| Indian Chief | Refulgence |
| Omaha | Monterey |
| Pluie d' Or | Sacramento |

One each, labeled, \$9.99, prepaid.

LONG'S \$15.15 Iris Collection

| | |
|------------------|---------------|
| Bourem | Indian Chief |
| Coppersmith | Los Angeles |
| Duke of Bedford | Monterey |
| El Capitan | Omaha |
| Fra Angelico | Refulgence |
| Glowing Embers | San Francisco |
| Grace Sturtevant | Sonoma |

One each, labeled, \$15.15, prepaid.

LONG'S "Colorful Colorado" Iris Collection \$8.88

One Division Each of

Ambassadeur
Anna Farr
Asia
Black Prince (Perry)
Brandywine
Bruno
Candlelight
Cardinal

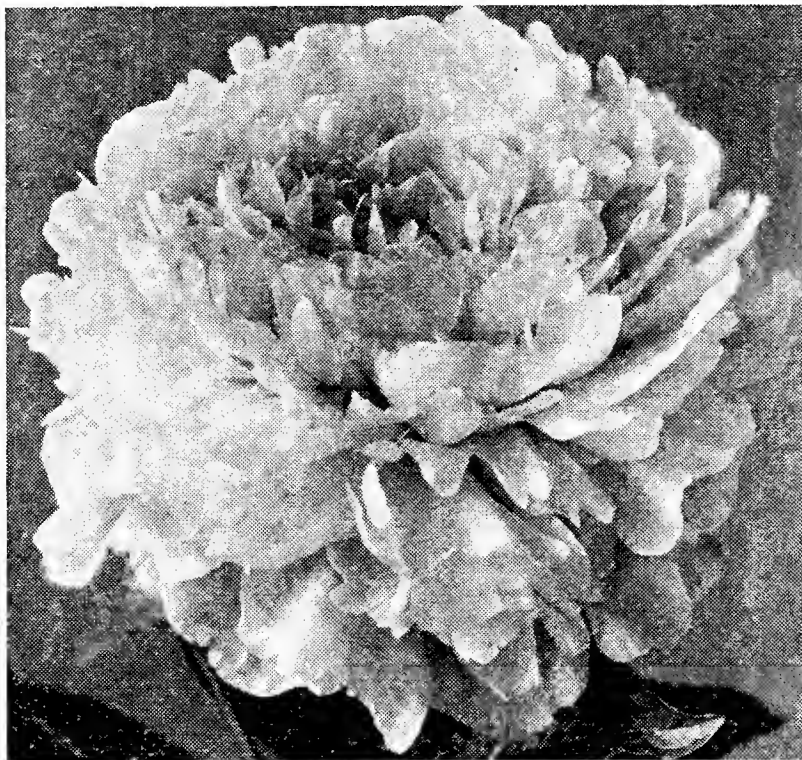
Conquistador
Dr. Chas. H. Mayo
Dream
Duke of Bedford
Frieda Mohr
Glowing Embers
Gold Imperial
Imperator

Lady Byng
La Neige
Lent A. Williamson
Lord of June
Midgard
Morning Splendor
Opera
Oriflamme

San Francisco
San Gabriel
Santa Barbara
Souv. M. Gaudichau
Susan Bliss
Sweet Lavender
White Knight
Zua

All these for \$8.88, prepaid. Each labeled. (No change in list.)

Double Peonies



My large list of Peonies is offered only in the fall. But here are some splendid varieties for your early spring planting. **PLANT THEM EARLY** for best results.

Prices are for standard divisions, each with 3 eyes or more, priced **prepaid in U. S. A.** If for Canada, add 8 cents to price of each division.

Each

| | |
|--|--------|
| AVALANCHE. Large ivory white. Free bloomer | \$.50 |
| EDULIS SUPERBA. Deep rose-pink. Early bloomer..... | .40 |
| ELWOOD PLEAS. Shell pink, shaded lavender. Large and beautiful..... | .70 |
| FESTIVA MAXIMA. Large white, flecked crimson | .40 |
| GROVER CLEVELAND. Rich dark crimson | .60 |
| KARL ROSENFELD. Large, rich, velvety crimson flower, long stems..... | .40 |
| LONGFELLOW. Brilliant crimson with cherry-red tint | .60 |
| OCTAVIA DE MAY. Early shell pink. Fine stout stems..... | .60 |
| SOLANGE. Rare color. Outer petals ivory-white, deepening towards the center to light Havana brown. Charming | 1.50 |
| THERESE. Soft pink. Lilac-white center | 1.80 |

Write Right Now for my special **Summer Iris and Peony price list.** Ready about July 1st. This gives my complete list of Iris and Peony varieties, with new prices for the new 1933-grown crop.

"J. D. Sez, Sez 'e"

Continued from page 3

And get this: For high prices on first in the market, plant **Early Golden Gem.** Not large, but gets the money.

Do you know that tomato juice is a good substitute for orange juice? Ask your doctor.

So you think I'm talking just to get you to buy my wares? I feel I'm doing real missionary work if I get folks to plant more gardens, especially flowers. But even a missionary needs a contribution now and then.

Well, here are some suggestions that won't cause you to spend a penny with me. In addition to flowers, what most homes need is **PAINT.** Not the drug store variety, but the kind to be had at paint and hardware stores.

I've travelled from coast to coast, over many highways and byways, and everywhere I go I've said: "What this country needs is more paint." Like flowers, a little paint goes a long ways toward brightening up the premises.

Here at Boulder our houses are built largely of brick, stone and cement. For that reason, Boulder doesn't have that "run down at the heel" appearance found in many places. Yet Boulder needs more paint, also. Sometimes I think that if Chambers of Commerce would spend their advertising appropriations going 50-50 with home owners to encourage painting, the towns would get more favorable advertising than any other way.

I recall what a joy it was to run on to a farm or town that was neat and colorful, due largely to paint judiciously applied. One town that stands out as a shining example is Burlington, Vermont, on the shore of Lake Champlain. All the pep talks from their Chamber of Commerce would not impress me as much as did the cheerful appearance of the town itself.

If you telegraph to Boulder, use Western Union service. Otherwise, message has to be phoned from Denver. Not so good.

Special Delivery not necessary on your rush letters to me. I usually get mail sooner otherwise. Not that our local special delivery service isn't rarin' to go. It is. But we get super service from the mail clerks, who shoot the letters into our big box, No. 499. We get our mail right hot off the griddle.

Turn to page 63 and read about how easy it is to send me orders and money, in my strong return envelope. An envelope need not to be burglar proof. If it will carry the money, that's enough. Uncle Sam's boys are honest. And careful. However, Money Orders always 100% safe, and of course, preferred.

We can use stamps, as small or as large as are made. But saves time to buy in sheets, precancelled. We weigh and stamp all our parcel post packages. That's how come you get such sudden service. Your packages are on their way a few minutes after we unload them at the postoffice. So we prefer money instead of stamps.

Statice (Sea Lavender)



STATICE (Sea Lavender). Latifolia, light blue. Fine for combining with other flowers, especially with Glads. **EVERY GLAD GROWER SHOULD HAVE A GOOD SUPPLY OF STATICE.**

Large Statice Roots (2 for 50c), (4 for \$1.00), (10 for \$2.00). **Good but Smaller Statice Roots** (8 for \$1.00), (18 for \$2.00). Prepaid. **Statice Seed.** Pkt. 10c; ¼ oz. 50c.

Bleeding Heart Roots



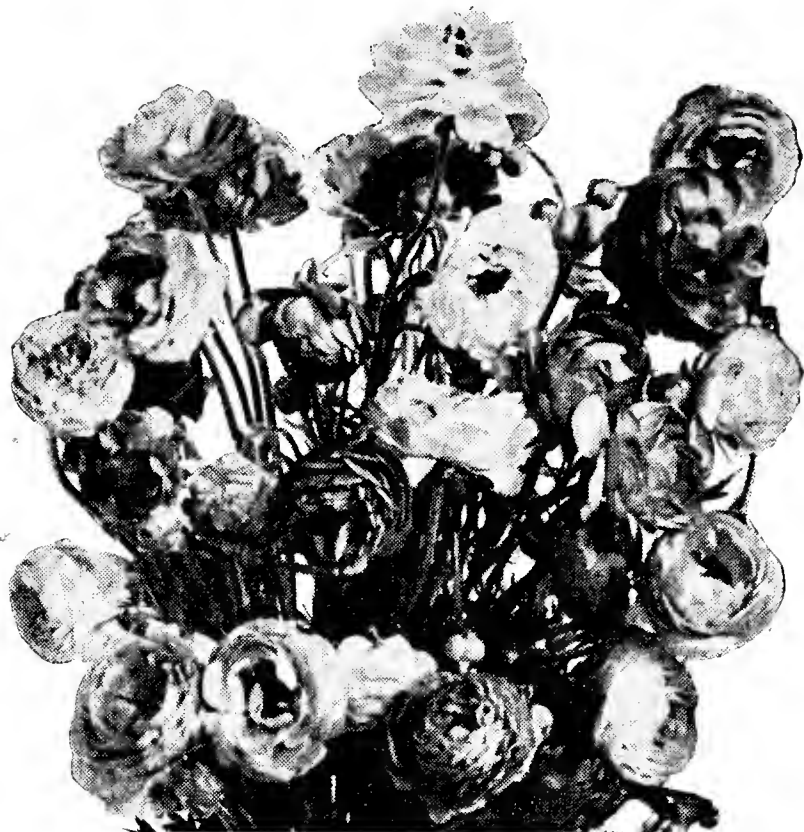
BLEEDING HEART. Strong roots. (Each 60c), (3 for \$1.50), (10 for \$4.00). Prepaid.

Cinnamon Vine Roots

Hardy, rapid-growing climber, covered with beautiful, glossy heart-shaped leaves and a profusion of sweet-scented flowers, perfuming the air for a long distance. Plant early in April to middle of June, 8 to 10 inches apart. Lay roots flat; cover about 2 inches. Protect by mulching the first winter. Vine dies down each fall, starting again in spring. As the larger roots make the most rapid growth, I offer one size only—**specially selected strong roots.** 2 for 25c; 10 for \$1.00, prepaid.

Two Little Known Flowers

(And Such Funny Looking Bulbs!)



Ranunculus Blooms

Ranunculus Bulbs

Nothing produces a brighter effect than a bed of Ranunculus. The flowers are wonderfully good for cutting also. Plants about a foot high with flowers two inches or so in diameter, many of them double, in a variety of bright and pleasing colors.

The bulbs are even funnier in appearance than those of the Anemone. They look like dried up bird's feet and of no value whatever. You'd swear they would not grow, much less produce beautiful flowers. But just plant them out in the garden any time after the ground warms up and see them do their stuff. Set these little "crowfoot" bulbs about two inches deep, pressing them firmly in the soil. (The "claws" are bottom of bulb.)

Space the bulbs 5 or 6 inches apart, though may be a little closer. Just cultivate and water moderately. Easy to grow. In fall take up the bulbs, store in dry place away from frost. Replant the next spring. **Prices:** Doz. 40c; 50 for \$1.50; 100 for \$2.90, prepaid.

Anemone Bulbs

Plant the bulbs any time from early spring to middle of June. The plants grow 8 to 12 inches high. Several flower stems come from a small bulb. Flowers are bright colors in mixture, some single, a few double, and several inches in diameter.

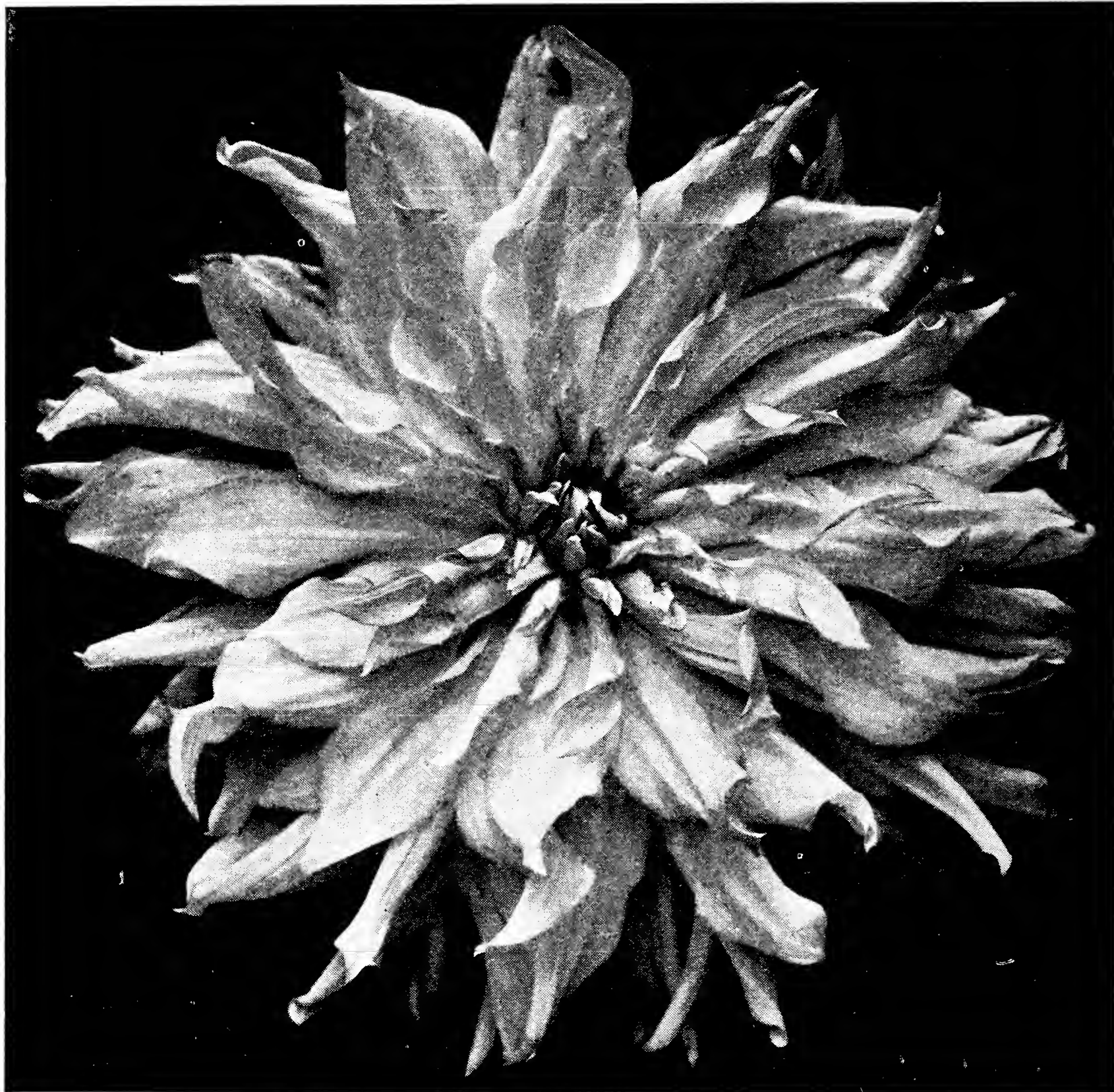
The Anemone bulbs are very peculiar. Dry, hard and apparently lifeless, they respond quickly when planted two inches deep in any good garden soil. Set the bulbs 4 to 6 inches apart. No special culture required. In fall take up bulbs and store in a dry place. Replant the next spring. (Or use for pants buttons. That's what they look like!)

Price for these funny little bulbs that produce such a wealth of blooms: Doz. 40c; 50 for \$1.50; 100 for \$2.90, prepaid.

Two Super Anemones

Blue Poppy. A strain running mostly deep blue. Very large flowers. 5 for 25c; 25 for \$1.00.

His Excellency. Grand variety. Extra large flowers. Vivid vermillion. Long stems. 5 for 25c; 25 for \$1.00.



New Giant Hybrid Cactus Dahlia—Elizabeth Long—*See Above*

Originated by Denver's famous dahlia specialist, Mr. W. W. Wilmore, who describes this lovely dahlia as follows:

"A giant plant, producing immense flowers on exceptionally long, erect stems.

"Normally the flowers make a diameter of 8-9 inches. By disbudding they will easily make an 11-inch diameter. It is an early and continuous bloomer, in type a pronounced Hybrid Cactus.

"The color combines many shadings, running through amber, pink, and bronze, a pleasing combination of autumn tints. Among its other good qualities it has proven an excellent variety for cutting." Each \$1.50, prepaid.

"EDITOR'S NOTE." My objection to this new dahlia is that it's much larger and lovelier than the splendid dahlia Mr. Wilmore introduced a few years ago and named for me. However, Wilmore knows his dahlias, which accounts for the more charming origination being named for daughter Elizabeth. So, all is forgiven.

"William G."—Very Lovely. See Front Cover Page.

(Hybrid Cactus.) Flowers very large, with petals rather narrow, thickly set, and considerably twisted, giving the appearance of having just had a marcel. Color mostly henna or red tones, with suffusion of apricot. Some blooms show more of the apricot than others. Blossoms ideal in form. The fantastic petals, and coloring, very remarkable and charming. **TRY THIS:** Cut a fully opened blossom with little or no stem. Place in low bowl or dish. Let water in dish contact entire back of blossom. Note the effect. Will last for days. Each 75c; 3 for \$2.00, prepaid.

TO KEEP DAHLIAS HEALTHY: Watch your plants closely. If the leaves turn brownish, or curl, or if the buds seem to blast, spray the plants well several times with some tobacco solution (Black Leaf 40 very good). Chances are that aphids, lice or tiny red spiders are at work. Dashing plants frequently with water from hose also helps. Don't wait too long—do the pests before they do the plants.



Illustrating
Cloudland Gem

Three Delightful Dollar Dahlias

Cloudland Gem Is a large, beautiful cream white, shading to shell pink toward the outer petals. The immense flowers are held erect on long, strong stems. Decorative. Each \$1.00.

Lemonade Is similar in form and size to Cloudland Gem, but the color is a cool, clear, light yellow. It is known as one of the finest dahlias ever originated in New England. A Roll of Honor dahlia. Each \$1.00.

Edna Ferber A hybrid cactus of huge size, with petals curled and twisted to make a very full flower. Its color—a glistening coral shading to old gold at the base of the petals—makes it one of the first to attract attention, both in the field and at the shows. Each \$1.00.

SPECIAL. One each of these 3 Dollar Dahlias for \$2.40, prepaid.

Dahlia Seed **LONG'S SPECIAL MIXTURE.** A good mixture. Pkt. 25c.
LONG'S PROFESSIONAL MIXTURE. Seed saved from only the newer and finer varieties. Pkt. \$1.00.

NOTE. Dahlias from seed come mostly Peony flowered or Decorative types.

DAHLIA POINTERS: Dahlia tubers should not be set out until nearly May 1st. Be sure to divide the clumps of last year, leaving a portion of the base of stem on each tuber, for it is at this part of the clump that the eyes are located, and each tuber must have an eye to grow. One eye is sufficient. Lay dahlia tubers flat when planting. Cover four or five inches.

LONG'S Delightful Dahlias Many Prices Reduced for 1933

Special Quantity Rates: Any 6 or more of the 30c Dahlias at 25c each. Any 5 or more of the 50c at 35c each. Any 4 or more of the 75c at 60c each. Any 3 or more of the \$1.00 at 80c each. Any 2 or more of the \$1.50 at \$1.25 each. Your selections, alike or assorted. All prepaid.

Five Dahlia Types

My list includes the five main types as to form. **CACTUS** has pointed petals, often the petals rolled or twisted. If petals too broad for Cactus, yet not broad enough for Decorative, then we call this the **HYBRID CACTUS** type. The **DECORATIVE** type has broad, flat petals and many of them. The **PEONY** type is similar to Decorative but has fewer petals, making the blossoms much thinner. The **SHOW** type has quilled petals, making a ball-shaped or nearly ball-shaped blossom.

SUPERB NAMED DAHLIAS

All Dahlias Priced Prepaid

Andy Gump (Dec.) The very tall splendid red dahlia, held up high on long, straight, stiff stem. Each 50c.

Ann Rutledge (Dec.) Wonderful shade of Oriental fuchsia blended with lavender. Flowers of giant size. Strong cane-like stems. Excellent exhibition variety. Each \$2.00.

Atlantic Ocean (Hybrid Cactus.) Large flowers on long stems. Blooms well above the foliage. Color, bright lemon. Each 50c.

Avalon (Dec.) Pure, clear yellow flowers of immense size. Stems long, and so strong that the big blooms are held in ideal position. Fine cutting variety. Each 50c.

Barbara Redfern (Dec.) A beautiful blending of old rose and old gold. The blooms are large and are held on fine stems over a husky bush. Good size, depth and substance. Each \$1.00.

Bashful Giant (Dec.) Immense blooms of apricot with golden shadings. Each 50c.

Bethel's Beauty (Dec.) Color is deep lilac blue, the nearest approach to blue that we have seen in a dahlia. Each 75c.

Champagne (Dec.) Golden champagne with chamois shadings. Distinct coloring, unique form, immense size, strong stems. Each 50c.

Chas. Stratton (Dec.) Pale gold shaded and tipped rose-red. Immense blossoms. Each 50c.

Cloudland Gem See page 37. Each \$1.00.

"Dee-lighted" (Show.) Pure white. Largest of show dahlias. Each 30c.

Dr. E. R. Bartley (Giant Decorative.) One of the very largest dahlias. Color beautiful orchid lavender. Splendid for exhibitions and garden display. Each \$1.50.

Eagle Rock Sunshine (Cactus.) Deep shade of yellow. Very large flowers, held erect on strong, upright stems. Each 75c.

Edith Beryl (Dec.) Old gold, shaded to bronze. Reverse of petals, jasper pink. The long, twisting petals reflexing to the stem form a bloom of great depth and large size. Fine cutting variety. Each 50c.

Edna Ferber (Hy. Cactus.) The extreme size and beauty of this flower attract attention wherever shown. Petals curled and twisted, forming an extremely full flower. Color glistening coral, shading to old gold at base of petals. Each \$1.00.

Eliza Clarke Bull (Dec.) Large, deep white. Good stems. Each 75c.

Elizabeth Long See page 36. Each \$1.50.

Gero's Pink (Show.) Rich pink, beautifully quilled. Each 50c.

Helen Hollis (Show.) Beautifully quilled type, bright red. Each 30c.

Jane Cowl (Dec.) A massive deeply decorative with petals curled and twisted. Color, a glistening bronzy buff and old gold. Deeper shade toward center. Foliage thick and leathery. Each 75c.

J. D. Long (Dec.) Flowers are always full and well formed. Stems long and rigid, holding the flowers erect. Color, a blending of autumn tints of salmon-pink, amber and bronze. Splendid for cutting. Each 50c.

Jean Hare (Hy. Cactus.) Golden yellow when flower first opens. Turns to gorgeous apricot-buff, the outer rows of petals golden bronze. A fine, delightfully different dahlia that attracts attention in field and on the show tables. Each 75c.

Jersey's Beacon (Dec.) A decided novelty of Chinese scarlet with a paler reverse, giving a two-toned effect. Each 50c.

Jersey's Beauty (Dec.) Beautiful pink, with lovely formation, excellent stem and fine keeping qualities. Each 50c.

Kathleen Norris (Dec.) A great exhibition variety—the first to win the Achievement Medal at two shows. An immense bloom, informal decorative in type, true rose-pink in color—later deepening to mallow-pink. It is a many petaled, full centered flower of great depth. Each \$2.50.

Kiwanian (Peony.) Long, wiry, 18-inch stems hold the flowers in perfect poise. Plant is strong and tall. Flowers 8 to 9 inches. Disbudded will reach 10 to 12 inches. Color, rich American Beauty red, shading to purple red. Each 50c.

Lemonade (Dec.) Immense clear lemon yellow flower of fine formation. Long stiff stems. Each \$1.00.

Lewis, Jr. (Hybrid Cactus.) Large, gorgeous velvet-red, shading deeper to the center; outer petals curved and twisted, showing a violet blue on back. Long, stout stems. Each 50c.

Little Jewel A miniature decorative. Popular as a cut flower, especially for decorations. Color, peach blossom pink. Each 50c.

Margaret Woodrow Wilson An exhibition dahlia of immense size and wondrous beauty. Color, an opalescent pink. Good grower, early and profuse bloomer. Each 50c.

Mariposa (Cactus.) A very large, graceful bloom with curly petals. Color is a lavender pink. Each 75c.

May Trower (Dec.) A large, deep and most artistic flower, ranging in color from palest gold to a deep golden apricot. Stems long, stiff and rigid. Unusual in formation with great depth and substance and a beautiful blending of colors. Each \$1.50.

Miss Atlantic City (Hy. Cactus.) Long, tapered petals which curve back toward stem. Lilac rose, suffused reddish golden bronze. Each 75c.

Mrs. Alfred B. Seal (Dec.) This is an outstanding exhibition Seal dahlia of recent introduction. Pure glowing old rose or violet rose. No other dahlia like it. Each \$2.50.

Mrs. Carl Salbach (Dec.) Soft lavender-pink. Remarkable stems. Each 30c.

Mrs. Ida De Ver Warner (Dec.) Exquisite soft orchid. Although very large it is splendid for cutting. Each 30c.

New Glory (Hy. Cactus.) Deep ox-blood red with tips of petals blazed white. The petals have a charming quilled effect near the points. Has won many prizes and sells well as cut flower. Each \$1.00.

Ophir (Dec.) A superb decorative, borne on long fine stems, holding the flower to view. Color, rich old gold with amber shading. Fine exhibition flower. Each 50c.

Our Country (Dec.) Petals purple, tipped white. Exhibition size. Each \$1.00.

Pride of Fort Morgan (Dec.) A giant red that is said to be the largest red Decorative. "A whale of a dahlia." Each 75c.

Purpurea Regia (Dec.) Royal purple, with silvery white reverse, giving a two-tone effect that arrests attention and admiration. Large blooms, long stems. Originated by Geo. Wm. Veditz. Each \$1.00.

Queen of the Garden Beautiful (Dec.) Originated in famous garden of San Quentin prison. Immense light yellow. Each 75c.

Radio (Dec.) Blood-red, edged and tipped yellow. One of the largest. Each 75c.

Rhodane (Dec.) Rose and bright lemon yellow blended. Originated by Geo. Wm. Veditz. Good stems. Each 75c.

Rollo Boy (Hy. Cactus.) Delicate shade of amber, deepening to old gold. The large flowers carried well on long stiff stems. One of the extra good dahlias. Each 50c.

Rosa Nell (Dec.) Pure, bright rose. Immense flowers. Each 50c.

Salbach's White (Dec.) Large white blooms of good substance. Each 75c.

Sanhican's Peach (Dec.) Color the shade of a ripe peach, with a real peach-cheek glow. The charm is enhanced by the oddly twisted and staghorn tips. Something different and outstanding. Each 75c.

Seal's Californian (Informal Dec.) Beautifully formed flowers of golden yellow at the center (lighter outside) with a suffusion of red-amber on reverse of petals. Tips of petals shaded with bronze and rose pink. Each \$1.50.

Shenandoah (Dec.) Rich wine colored flowers of gigantic size on long stems. Very tall and free blooming plant. Each 50c.

Silverado (Hybrid Cactus.) Immense blooms of white, shading to delicate silvery lavender in center. Plants almost covered with huge feathery blooms. Each 75c.

Solo Mio (Dec.) Rich deep yellow with suggestion of apricot. Stems strong. Each \$1.00.

Sweetheart's Bouquet Salmon rose, shaded with fawn; pleasing alike in both day and artificial light. Flowers large; stems long and wiry. Each 30c.

Washington City (Cactus.) Very large pure white cactus with star-like flowers on long, stiff stems. Splendid. Each 50c.

William G. (Dec.) A mammoth flower of shaggy form. Could be classed as Hybrid Cactus. Plant of sturdy well-branched habit. Color, rich henna shades. A wonderful flower. Each 75c.

Cannas, Dormant Bulbs

HUNGARIA. Best rose-pink.

KING HUMBERT. Fiery-red. Bronze leaves.

ORANGE BEDDER. Blood orange. Green.

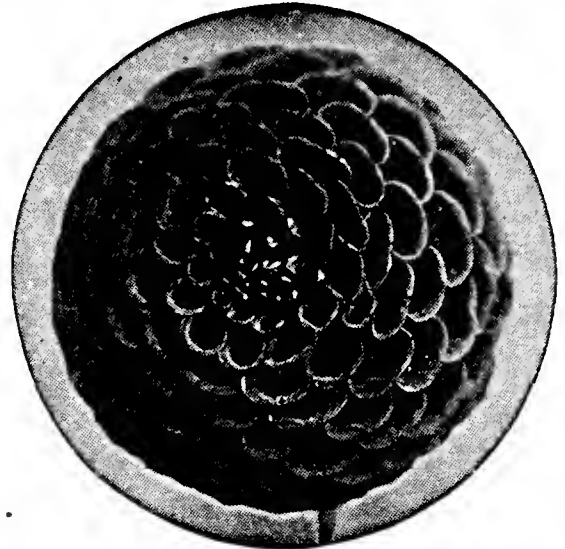
PENNSYLVANIA. Scarlet. Green foliage.

RICHARD WALLACE. Yellow. Green foliage.

YELLOW HUMBERT. Yellow. Red stripe. Green leaves.

Any, labeled, 2 for 25c; 10 for \$1.00, prepaid.

Cute Little "Pompon" Dahlias



Very popular. They are of the show type, but blossoms only about 2 inches in diameter. Splendid for cutting, lasting for days—much longer than other dahlias—when cut. Plants 3 to 4 feet high and prolific bloomers.

PRICES: Any of these **POMPON** dahlias at 30c each; 6 or more at 25c each.

AMBER QUEEN. Rich old gold.

DARKNESS. Rich velvety maroon.

DEE DEE. Dainty pure lavender.

GEO. IRELAND. Lovely lavender.

JESSICA. Yellow, tipped red.

LITTLE BEESWING. Red, shaded amber.

LITTLE DAVID. Burnt orange.

LITTLE DORRIT. Maroon-purple.

PEE WEE. Soft yellow to brown.

ROSE WILMOTH. Rose pink.

SUNSET. Clear orange. Beautiful.

TOM THUMB. Garnet-red. Very tiny.

WHITE PAPPOOSE. Pure white. Dainty.

YELLOW GEM. Pure yellow. Excellent.

LONG'S Dahlia Collections

\$3.50 Labeled Dahlia Collection

Andy Gump
Atlantic Ocean
Bashful Giant
Champagne
Dee-Lighted
Gero's Pink

Jane Cowl
Jersey's Beacon
Mrs. Salbach
Ophir
Shenandoah
Washington City

ONE EACH OF THESE 12, VALUE \$5.85, FOR \$3.50, PREPAID.

\$6.30 Labeled Dahlia Collection

Avalon
Bethel's Beauty
Champagne
E. Rock Sunshine
Jean Hare
Kiwanian
Margaret Wilson
Mrs. I. Ver Warner

Ophir
Pride Ft. Morgan
Rhodane
Rollo Boy
Rosa Nell
Sanhican's Peach
Shenandoah
William G.

ONE EACH THESE 16, VALUE \$9.55, FOR \$6.30, PREPAID.

\$8.00 Labeled Dahlia Collection

Chas. Stratton
Edith Beryl
Edna Ferber
Jane Cowl
Jean Hare
Lemonade
Mariposa

Our Country
Purpurea Regina
Salbach's White
Sanhican's Peach
Silverado
Seal's Calif.
William G.

ONE EACH, VALUE \$11.75, \$8.00, PREPAID.

Glad Gossip

Continued from page 31

bulbs. But if you do want to take the utmost precautions and treat your bulbs and bulblets, you have my permission.

Just what treatment is best is more than I would undertake to say. I have used Semesan for years, and still use it some. I used CALO-GREEN, also, and believe it has considerable merit. Write the makers, MALLINCKRODT CHEMICAL WORKS, St. Louis, Mo., for literature and prices. Your druggist can get this for you if you don't care to order it. Bear in mind that the bulbs or bulblets **should be planted wet**, as soon as come out of the brief soaking in CALO-GREEN. The soaking covers the bulbs with a thin layer of the chemical, which remains all summer. If bulbs allowed to dry before planting, the coating will rub off. One grower reports very good results from DIP DUST. Uses same as suggested for CALO-GREEN.

When to dig Glads. Small bulbs from bulblets may be dug any time from mid-summer on. Larger bulbs when husk is smooth (not wrinkled or creased), yet before tops get really brown or dead.

"Jine" the American Gladiolus Society. Costs you \$2.00 a year. You receive a splendid magazine, THE GLADIOLUS REVIEW, the first of every month the whole year. You don't have to peek through a knothole to see the National Glad shows. You, a member, are admitted free. Send your \$2.00 to Roscoe Huff, Sec'y, Goshen, Ind.

MORE GLAD GOSSIP. Soon as I get this catalog on the press I'm going to write some more "Glad Gossip," and have it printed in a small hip pocket size booklet.

This booklet will be sent free with Glad orders amounting to \$1.00 or more. Hope you can make your order at least that large. Maybe you can get a neighbor to join with you to make up a good size order. Many do this.

However, I haven't the heart to refuse you a copy even if your order is small. Or even if you feel you can't order at all this spring. A stamp or two would help some, but I'll send you the booklet at my own expense if you request it. The saying, "Talk is cheap," doesn't hold when one talks by letter, booklet or long distance phone.

What about THRIPS? Yes, WHAT about thrips? Search me. I don't know. But I have a few hunches and am trying to wise up on this subject.

I'm reading a lot that others have written and shall try to boil down the most important facts. These findings will be given a few pages in the Gossip booklet, under heading: "THRIPS IN A COUPLA NUTSHELLS." I shall give credit to those who have done valiant work in experimenting, research and reporting their failures and successes.

In fact, I'll mention a few that come to my mind right now. Roscoe Huff, Herbert O. Evans, C. Bradford Brown, E. F. Palmer, Earle Seeley, the California Glad Society, state and government entomologists galore.

The back numbers of the Gladiolus Review, official organ of the American Gladiolus Society, contain some detailed reports and suggestions, and I presume more will appear. Address Roscoe Huff, Sec'y, Goshen, Ind., and slip him \$2.00 for a year's membership and 12 copies of the Review.

I understand that the New England Gladiolus Society will put on gloves and go to the mat with Mr. Thrip and all his relatives in their Year Book, to be published in January, 1933. Shoot a dollar to C. W. Brown, Sec'y, Ashland, Mass., for membership and a copy of a Year Book that will be valuable to you all year and then some.

Let's see—where was I? Oh, yes, I said I've been in training, getting myself into pink of

condition to cope with T. H. Rip if and when he sneaks up on me unawares.

The latest news from the front was received from our mutual friend, F. C. Hornberger. Boy, he said two ears plumb full. But these big growers who have studied the situation are not unduly alarmed. F. C. has the right idea. We have all got to be informed and prepared, and should CO-OPERATE.

Another large grower and Glad fan who wins many prizes at state and national shows reports that in 1931 the Thrips were a real pest in his gardens. But after treating his bulbs in storage and before planting, his 1932 crop was almost 100% free from Thrips. Just a few showed up late in the season.

These and other cases on record go far to dispel any uneasiness regarding the situation or problem.

So we Glad growers need to be informed and prepared. No grower can be sure he may not have at least a few Thrips, sooner or later. As F. C. points out, these tiny tots are great travelers. May come as stowaways in bulbs, flowers or packing materials or on clothing of Glad fans who go from one garden to another. I imagine some even hitch hike clear across the continent.

Well, more about this in the booklet. In the meantime, do this: Keep your Glad bulk storage room just as cool as you can without going below 33 degrees F. I'll tell you why in that Glad Gossip booklet.

Whether it's to combat Thrips or other garden pests, I recommend cleaning up the garden immediately after digging time. Not just the Glad patch or field, but the entire garden and premises.

You should see my place now, as I write this (Jan. 18th). For the most part, the garden looks like a barren waste. Last fall I cut off, raked up and burned not only Glad tops, but everything above ground of Peonies, Iris, Hollyhock, Delphinium and other perennials. Have been a crank about this matter for years. Am always scared, though, lest the Humane Society get after me for cruelty. I don't leave many spots to protect lice, bugs and other "varmints." That's their bad luck.

Also, very late or midwinter fall plowing or spading helps. Surprises, demoralizes and wrecks many pests holed in for winter.

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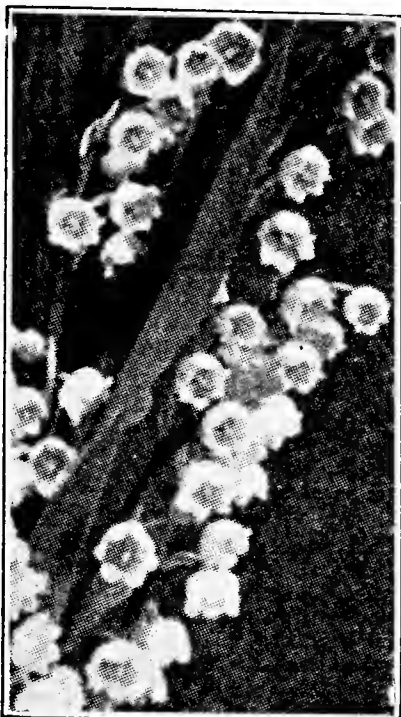
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LONG'S Plants for SHADY PLACES

Lily-of-the-Valley Roots

Splendid for shade, or partial shade. Thrives also out in the open, but is especially valuable for places where many other flowers will not grow. May be planted in clumps, or the clumps may be pulled apart, making 25 to 30 single roots. Good way to get quick results is to make 5 to 8 smaller clumps from the one I send you. Use fine sand liberally in soil when planting, give plenty of water, and your plants will bloom and spread nicely. Clump \$1.00; 3 clumps \$2.50; 5 clumps \$4.00, prepaid. **Plant early.**



Hardy, Fragrant Violets

Here's one answer to that question, "What will grow and thrive in the shade?"

These hardy violets grow in shade, partial shade, or out in the open, but do best in partial shade. The plants increase in size or number by sending out short runners which take root and make new plants around the original one, soon forming quite a nice clump. When the clumps get too large or too thick they may be taken up, pulled apart and reset.



The blossoms are of violet color, and delicately fragrant. I sell these violets in clumps. Each clump can be easily separated to make several dozen plants. Or, you can separate the clump into a few smaller clumps for quicker results. There is no set rule as to this. They thrive 'most any way if given good soil and reasonable care.

Prices: One clump \$1.00; 3 clumps \$2.50; 5 clumps for \$4.00. Prepaid anywhere in U. S. A.

Lupines

Annuals, with long flower spikes bearing pea-shaped flowers. Easy to grow. Do well in partial shade. (F0141, Dark Blue.) (F0142, Rose.) (F0143, Mixed Colors.) Choice, Pkt. 10c. Any 3 Pkts. for 25c.

Here's One for Sunshine!

Double Bachelor Button

Far superior to the common single strain. Fine for cutting. F $\frac{1}{2}$ White. F01 Blue. F02 Rose. F03 Mixed. Any color or mixed: Pkt. 10c; $\frac{1}{4}$ oz. 25c.

Periwinkle, Trailing Myrtle, Vinca Minor, Grave Myrtle

Ground cover under and about trees and shrubs where grass will not grow. For shady borders with ferns, lilies and other bulbs; also splendid for border of hardy perennial beds, growing only 4 inches high. Myrtle blooms all spring and early summer.

Flowers violet blue. Thrives in sun, moist half shade, deep shade, or even in poor stony soil.

There is no more beautiful, quiet, dignified plant than Myrtle for grave covering, being especially recommended for this purpose, as once established it takes care of itself. It remains beautiful and green all winter. Fine for rock gardens.

Planted in porch boxes in the fall, it gives a beautiful evergreen effect through the months, something you cannot obtain from any other plant.

Extra large clumps which can be divided: Each 50c; 3 for \$1.20; 10 for \$3.00, prepaid.

Rocky Mountain Columbine



The State Flower of Colorado. Very beautiful, hardy perennial; sepals blue, petals white. Thrives in any state except in extreme south. Does best in partial shade. **Plant early.** Starts growth early in spring. Blooms here last of May, almost always in bloom Decoration Day. Year-old field-grown roots should bloom if set out early. Will bloom profusely next year and thereafter. **Prices:** 2 roots for 50c; 5 for \$1.00; 12 for \$2.00, prepaid. **Seed:** Pkt. 10c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

Columbines—"Rainbow Blend"

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors in shades of pink, rose scarlet, velvety reds and purples, including tints heretofore unknown. Sold in mixed colors only.

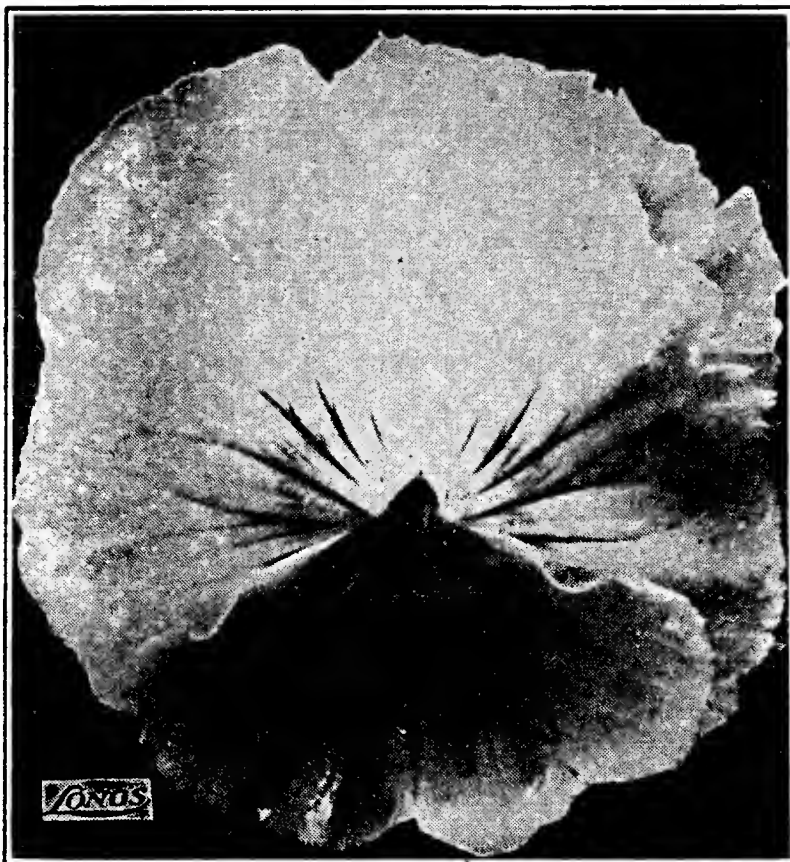
"RAINBOW BLEND" SEED. Pkt. 25c; 5 pkts. \$1.00.

"RAINBOW BLEND" ROOTS. Large field-grown roots: 2 for 50c; 6 for \$1.00; 14 for \$2.00; 24 for \$3.00, prepaid.

LARGE, LOVELY PANSIES



If you buy just one packet I'd suggest my **SUPER - GIANTS, MIXED**, because it contains so many of the finest varieties—such a variety—all in the one mixture. Notice the recent additions to my list, such as the **Swiss Giants, Ruffled, Triumph of the Giants**, all included in my **SUPER-GIANT MIXTURE**.



One of My Specialties



PANSY PACKET DISCOUNTS

Any 10c Pansy Packets: 3 for 25c; 7 for 50c; 15 for \$1.00.

Any 15c Pansy Packets: 2 for 25c; 5 for 55c; 10 for \$1.00.

Any 20c Pansy Packets: 2 for 35c; 5 for 75c.

Lonos Super-Giant Mixture P1. Pkt. 25c; 5 Pkts. \$1.00; ¼ oz. \$2.25; ½ oz. \$4.00; oz. \$7.00.

J. D.'s Popular Varieties

- P2. LARGE FLOWERING.** Large percentage run giant-flowered. Mixed. Pkt. 10c.
- P4. JET BLACK.** Medium size. Pkt. 10c.
- P5. WHITE.** Large. Pkt. 10c.
- P6. GOLDEN YELLOW.** Large. Pkt. 10c.
- P7. MAD. PERRET.** Rose. Pkt. 10c.
- P8. GIANT MASTERPIECE.** Many petals curled; mostly dark, velvety shades. Pkt. 15c.
- P9. GIANT BUGNOT.** Shades of red, bronze, and reddish cardinal. Mixed. Pkt. 15c.
- P10. PRESIDENT CARNOT.** White ground with five rich violet blotches. Pkt. 10c.
- P11. PRESIDENT McKINLEY.** Glowing yellow, blotched with deep reddish brown. Pkt. 10c.
- P12. BRONZE.** Bronze and brown shades. Beautiful color but not true bronze. Pkt. 10c.

SWISS GIANT PANSIES, MIXED

- P14.** Flowers of large size, great substance, novel color combinations. Plants robust. Pkt. 15c.

SWISS BLUE

- P15. LAKE OF THUN.** A blue different from any other blue or near-blue in pansies. Very distinct and beautiful. Center darker. Pkt. 15c.

SWISS CARDINAL

- P16. ALPENGLOW.** Another outstanding and very rare color in pansies. Pkt. 15c.

SWISS YELLOW

- P16½. RHINEGOLD.** Lovely golden yellow with brown blotches on the three lower petals. Pkt. 20c.

RUFFLED GIANT

- P17.** A selected strain of the Masterpiece type. The petals of the giant flowers are so ruffled and curled as to give the appearance of being double. A variety of colors, rich dark shades predominating. Pkt. 20c.

TRIUMPH OF THE GIANTS

- P18.** The giant blossoms are held high above the foliage on long stems. Petals curled and overlapping. Colors rich, running largely to tones of red, brown, copper, deep yellow, with darker centers. Pkt. 20c.

LIGHT BLUE

- P19. ADONIS.** Light blue with lighter margin. Good size. A favorite always. Pkt. 10c.

DARKEST BLUE

- P20. PRINCE HENRY.** Rich deep blue. Large. Wonderful effect if full bed of these. Pkt. 10c.

Outdoor Pansy Plants

Grown from my **SUPER-GIANT MIXED** seed. **Mixed colors only.** If you want any other kinds, buy the seed and sow in your garden, or start indoors and transplant.

PLEASE NOTE THAT THESE PLANTS ARE NOT GROWN UNDER GLASS. Excepting the very latest sown beds, they have had no winter protection at all. Just left to rustle for themselves, like winter wheat in a field. This insures good, strong, fibrous roots.


IT'S THE ROOTS THAT COUNT. Tops develop fast in your garden if roots are strong. Appearance of these plants, when shipped, varies, depending on how much the tops have grown before the plants are taken up. The earliest shipments are made while plants are small and practically dormant, and look pretty "rough and ready." Later, tops greener and larger, but plants no better for setting out.

100 PLANTS \$2.00, PREPAID

This special price is for what I call the **TRANSPLANTING SIZE**. They may not be quite ready to show buds, or they may have some buds and some blossoms showing. Depends on the season and how early shipped. **But all come into bloom very soon** after planted in your garden. Best buy is to take the **TRANSPLANTING SIZE**. More pansies for the money. They ship and transplant better than plants in bloom. All will bloom soon. 40 for \$1.00; 100 for \$2.00; 200 for \$3.90.

Pansy Plants in Bloom

Better buy the transplanting size a little earlier. You'll have blooming plants in a short time. Pansy plants in bloom, mixed colors only: 14 for \$1.00; 40 for \$2.00; 100 for \$4.00, prepaid.

 **PANSY PLANTS PREPAID AS FAR AS 6TH ZONE. I DO NOT ADVISE SHIPMENTS FARTHER EAST AND SOUTH THAN THIS. PLANTS SHIPPED FROM ABOUT APRIL 1ST TO MAY 20TH.**



LONG'S Giant Exhibition Asters

Boulderado Beauty Form or type of flowers illustrated above. Plants very vigorous, 30 to 36 inches tall. Flowers, immense and fully double, are borne on long, strong stems, and last two to three weeks after cutting.

- | | |
|------------------------|--------------------|
| A20. Shell Pink | A23. Purple |
| A21. Rose Pink | A24. White |
| A22. Lavender | A25. Mixed |

A14. Peach Blossom

Price for any color or mixed: Pkt. 10c; 1/8 oz. 30c; 1/4 oz. 50c.

Early Royal Asters A strain of Early Giant Asters especially valuable for cut flowers on account of their long, strong stems that are almost free from side branches. Same form as Boulderado Beauty, but not so large.

- | | |
|-----------------------|----------------------|
| A2. White | A5. Rose Pink |
| A3. Purple | A6. Lavender |
| A4. Shell Pink | A7. Mixed |

Price for any color or mixed: Pkt. 10c; 1/8 oz. 30c; 1/4 oz. 40c.

Special: Any 3 Ten-Cent Pkts. Asters for 25c; any 7 Pkts. for 50c. Alike or assorted, your selections.

California Giants Strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Very late.

- | | |
|-----------------------|----------------------|
| A30. White | A32. Lavender |
| A31. Rose Pink | A33. Purple |
| A36. Mixed | |

Any color or mixed for 15c Pkt.; 2 Pkts. 25c; 9 Pkts. \$1.00; 1/8 oz. 40c; 1/4 oz. 70c.

Crego Asters Shaggy type, like Giants of California. Earlier but not so large.

- | | |
|----------------------|------------------------|
| A8. White | A10. Shell Pink |
| A9. Rose Pink | A12. Lavender |
| A13. Mixed | |

Pkt. 10c; 1/8 oz. 30c; oz. 50c.

Red Aster "HEART OF FRANCE." **A17.** Large deep red, long stems. Pkt. 10c.

Everlasting Aster **A16.** Resembles a large pink Straw Flower. When cut and dried it retains its color and shape. Pkt. 10c.

LONG'S **Special Mixture** Kinds best for cutting—plenty of best white and pinks. Pkt. 10c; 1/8 oz. 30c; 1/4 oz. 50c.

LONG'S Giant Flowered Spencer Sweet Peas

Large blossoms, often four, on long stems. Edges of blossoms usually waved or frilled, giving an added charm to this popular flower.

Sweet Pea Prices

All varieties on this page at same price: Pkt. 10c; $\frac{1}{2}$ oz. 15c; oz. 30c; 2 oz. 55c; 4 oz. \$1.00.

Packet Special Any three 10 cent Sweet Peas for 25c; 4 to 9 pkts. at 7c each; 10 or more pkts. at 6c each.

SP0. AUSTIN FREDERICK. The best lavender. Extra large and fine.

SP1. BARBARA. Superb salmon.

SP3. BUTTERCUP. Best cream or primrose.

SP5. CONSTANCE HINTON. Finest exhibition White Spencer.

SP6. COUNTESS SPENCER. The original Spencer. Clear pink.

SP8. DEFIANCE. Very large orange-scarlet, absolutely sun-proof. Often four large, wavy blooms.

SP9. ELFRIDA PIERSON. large and lovely shell pink, tinted salmon.

SP10. GEO. SHAWYER. Giant salmon-rose.

SP11. HAWLMARK PINK. Rich, bright, rose-pink, flushed salmon. The richest colored sweet pea.

SP12. HEAVENLY BLUE. New large, brilliant delphinium-blue.

SP12 $\frac{1}{2}$. HEBE. Very large, clear rich pink.

SP13. HERCULES. Mammoth rosy pink. Improved Countess.

SP14. KING EDWARD. The finest pure red Spencer. Does not burn in sun.

SP15. KING WHITE. Large blossoms of purest, glistening white.

SP16. MRS. HITCHCOCK. Pale pink, flushed salmon on cream ground.

SP17. LORD NELSON. Splendid navy blue Spencer.

SP19. MARY PICKFORD. Very fine. Dainty cream-pink, lightly suffused salmon, the effect most charming.

SP20. MARGARET ATLEE. (Improved.) Extra large flowers of rich glowing pink, suffused with salmon.

SP21. MASTERPIECE. Large clear lavender, slightly flushed rose.

SP23. NUBIAN. (Improved.) Deep maroon.

SP24. ORCHID. Lavender, suffused pink.

SP26. PINKIE. Large deep rose pink. Vigorous grower. Grand.

SP27. ROSABELLE. Large light rose.



SP28. ROYAL PURPLE. Rich rosy purple. Large and fine.

SP29. ROYAL SCOT. True scarlet.

SP30. TANGERINE IMPROVED. Almost tangerine-orange.

SP31. THE CARDINAL. Intense poppy scarlet. Extra fine.

SP32. WHAT JOY. A new cream variety of a rich deep primrose-yellow shade. One of the best.

SP34. WINNIE MORSE. Cream, flushed rose pink. Delightfully frilled.

SP35. YOUTH. Large white, pink, picotee edges.

LONG'S "33-in-1" Spencer Mixture

SP41. In this mixture you get the best of up-to-date Spencers. I use 33 different named varieties. Of course you might not get all 33 kinds in a 10-cent packet—possibly not in an ounce—but they are all in this mixture. Pkt. 10c; oz. 25c; 2 oz. 45c; $\frac{1}{4}$ lb. 75c; $\frac{1}{2}$ lb. \$1.40; lb. \$2.50.

"Early Bird" Spencers

These "Early Bird" Spencers will 'prise you some morning by showing color much sooner than you have been used to looking for first sweet pea blossoms. They not only start early, but continue to bloom a long time. Large blossoms.

(Half ounce at ounce rate.)

(Any 3 packets, 25c.)

SP80. AMETHYST. Rich royal purple. Pkt. 10c; oz. 40c.

SP82. AVIATOR. Dazzling crimson-scarlet. Pkt. 10c; oz. 40c.

SP83. GLITTERS. Combination of bright fiery orange and deep orange. Pkt. 10c; oz. 40c.

SP84. LAVENDER KING. Lovely true lavender throughout. Pkt. 10c; oz. 40c.

SP85. ROSE QUEEN. Pleasing shade of rich pink with suffusion of rose. Pkt. 10c; oz. 40c.

SP88. SNOWSTORM. (Improved.) The largest and finest extra early White Spencer. Pkt. 10c; oz. 40c.

SP89. ZVOLANEK'S ROSE. Giant rose-pink. Considered by most florists as best deep pink. Pkt. 10c; oz. 40c.

SP90. "EARLY BIRD" MIXTURE. A superb mixture of these extra early flowering Spencer sweet peas. Pkt. 10c; oz. 30c.

"Lovely 'Leven" Spencers

'Leven 10c Pkts. for 60c

From over 25 of my splendid named varieties of giant Spencers I'm going to select eleven that will cover practically all the main colors, tints and shades, giving you a regular 10-cent packet of each these "Lovely 'Leven." Then just for good measure I'll throw in a 10-cent packet of my "33-in-1" mixed Spencers, and make the price **only 60c for all**. Just say, "**Lovely 'Leven**" for 60c.

Larger Lot "LOVELY 'LEVEN." For \$1.33 I will send you a **half ounce each** of these Spencers, my selection, with half an ounce "33-in-1" mixed Spencers thrown in for luck.

New Pink Spencer Sweet Pea

SP27½. ROSIE. Rich rose pink, the florists' favorite color. **Richer and deeper in color than the lovely Pinkie.** Pkt. 15c; ¼ oz. 25c; ½ oz. 45c; oz. 80c.

LONG'S Special Mixture

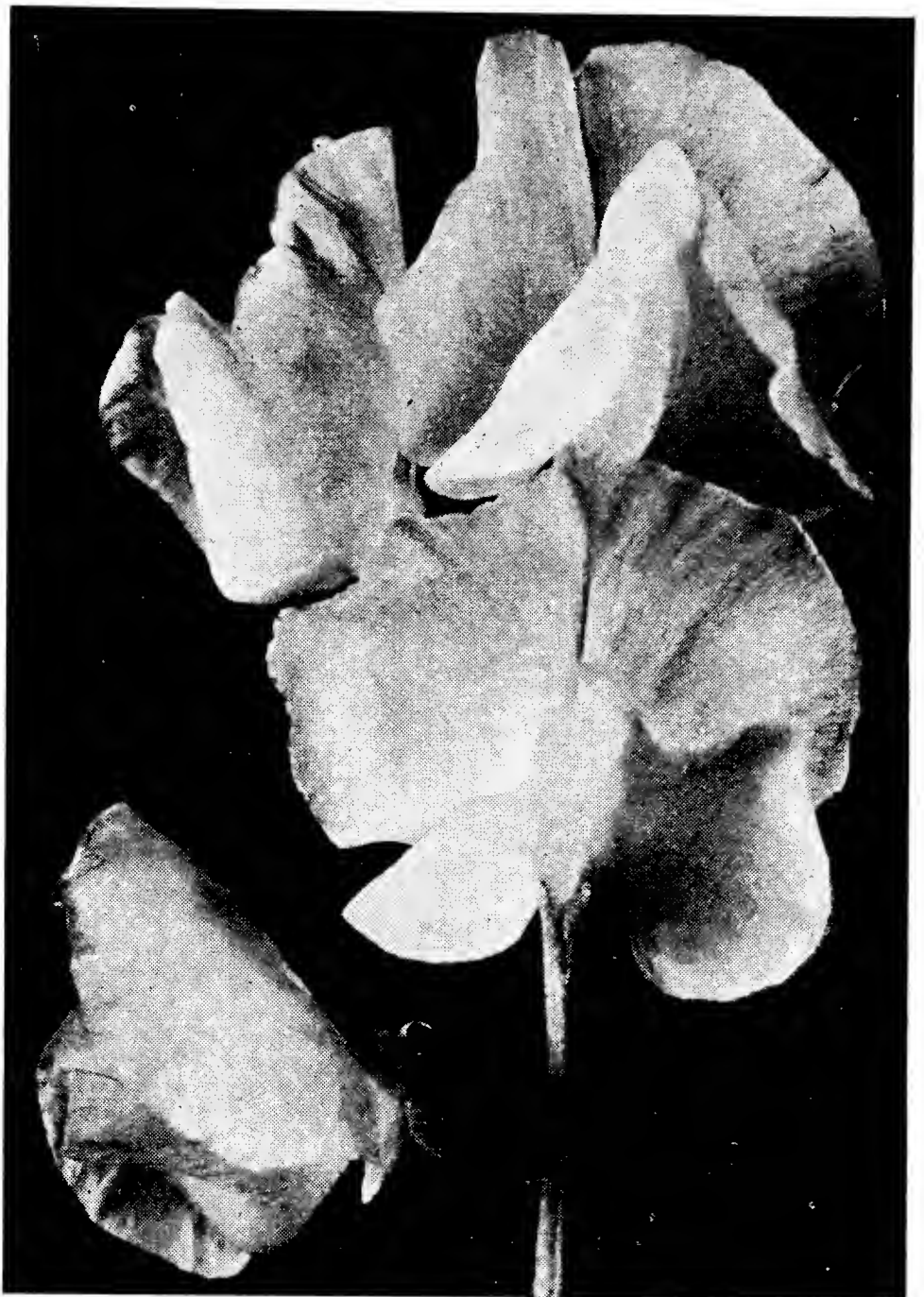
SP43. Includes best grandifloras, a "right smart" of Spencers, and a sprinkling of extra early kinds. Very pleasing. Pkt. 10c; oz. 15c; 2 oz. 25c; ¼ lb. 40c; lb. \$1.20.

SP39. CUPID SWEET PEAS. Mixed. Pkt. 5c; oz. 20c.

Perennial Peas

(Lathyrus Latifolius)

SP60 White. **SP61** Pink. **SP62** Red. **SP63** Mixed. Pkt. 10c. Any color or mixed.



New Pink Spencer Sweet Pea "Rosie"

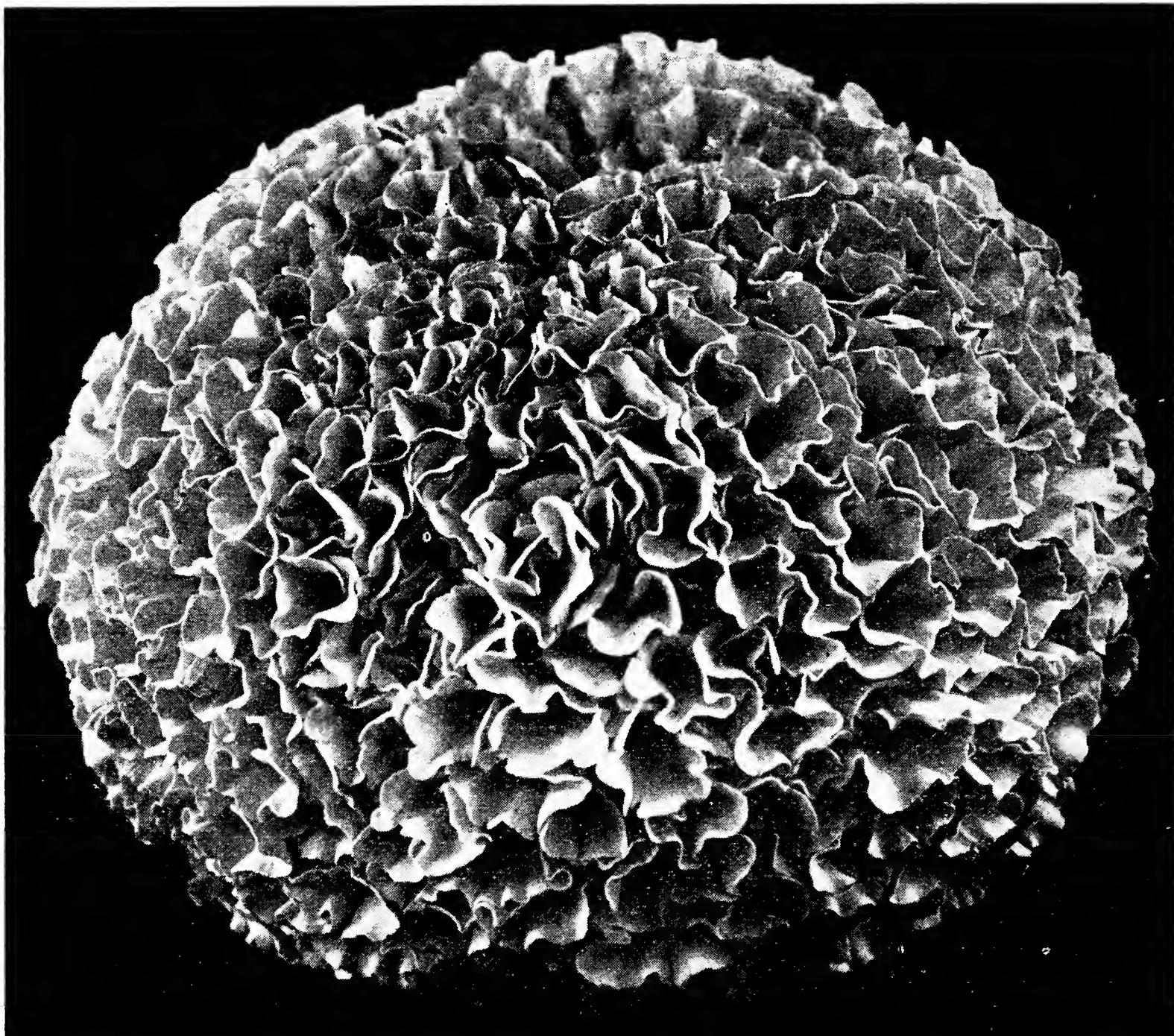
To Grow Fine Sweet Peas

One secret in growing finest sweet peas is getting them into well-prepared ground rather early in the spring. The sweet pea thrives best under rather cool, moist conditions. If given a chance the sweet pea will send its roots way down deep into soil that keeps somewhat cool and moist even in hot weather. But it must get an early start to make this deep root growth. Deep digging and pulverizing of the soil encourages this deep root development.

It is not necessary, however, to break your back digging a ditch deep enough for a water main, though some trenching is good. But planted on fairly good soil, well-worked up, and on level ground, sweet peas will usually do nicely. A good scheme in either plan is to make a trench say nearly a foot deep right up close to the sweet pea row. Fill this trench with manure; some soil may be put on top. Then during the season turn water into the trench once a week or so. The enriched water will find its way to the sweet pea roots and stimulate growth. A little bone meal worked into the soil at time of planting is also good. But use this sparingly, as it is very strong. Avoid use of fresh poultry manure.

An ounce of seed will sow from 15 to 20 feet of row. Cover 2 inches, firming with the feet if ground not wet. Begin cultivation as soon as plants are up. Water by running a small ditch along the row, giving a good soaking once a week or so, rather than just a little every day. Give the vines early support and train them to it, beginning early. Keep blossoms picked. The more you pick them the more and longer they will bloom.

Tall Marigold, African Orange; All-Double



F05½. Doubtless the world's finest tall Marigold. Plants, about 30 inches, bloom profusely from early summer until hard frosts. Heretofore, only about half the blooms of this variety would come double. But now you have them practically 100 per cent double. And such large, rich, orange blooms! Not all will come in exactly the double form illustrated above, but none are single. Part will have a looser, more open double arrangement, which is also very charming. **Price for F05½ "All-Double" Marigold, as shown and described above: Pkt. 15c; 2 pkts. 25c.**

Here's Your Golden African Daisy—Also Hybrids

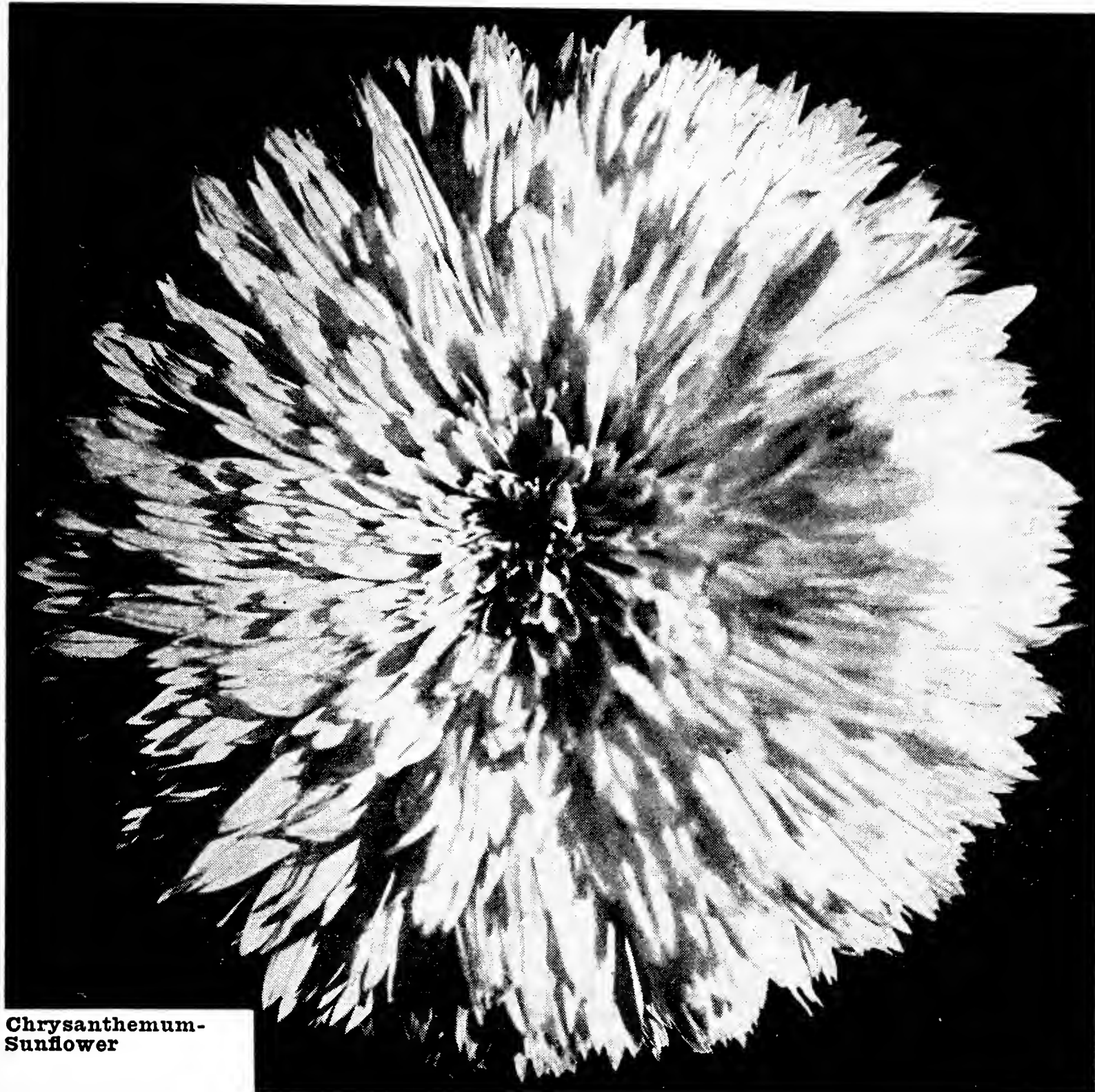
F098. GOLDEN AFRICAN DAISY. Annual. Plants, about foot high, bear masses of daisy-like flowers of glossy orange-gold with black zone around center. Lovely. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

F099. AFRICAN DAISY HYBRIDS. Similar to the Orange, but many colors—yellow, salmon, ecru, apricot, rose, etc.—mixed. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c; oz. 75c.

"We Also Have With Us"—Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting, as well as for garden display. (**F0110.** Dark copper, yellow zone.) (**F0111.** White, scarlet zone.) (**F0112.** Golden chamois, scarlet zone.) (**F0113.** White, yellow zone.) (**F0114.** Deep purple, yellow zone.) (**F0117.** All kinds, mixed.) Your choice: Pkt. 10c; any 3 for 25c; any 5 pkts., 35c; ¼ oz. 20c; ½ oz. 35c; oz. 60c.

"Speaking of Daisies." The perennial pure white **Shasta Daisy** is fine for any garden. **Seed:** Pkt. 10c; ¼ oz. 25c; **Roots:** 2 for 55c; 5 for \$1.00; 12 for \$2.00, prepaid.



Chrysanthemum-Sunflower

LONG'S Re-Selected "Chrysanthemum-Sunflower"

F104. Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled, giving the appearance of a glorious chrysanthemum. The plants, 5 to 7 feet tall, have many branches, each branch carrying a gorgeous golden flower. **F104** is special stock from my own plants, re-selected for years. Ordinarily, this variety comes very uneven, with a good many off types and shades. Mine now almost 100% perfect. **Price for Re-Selected F104 Seed: Pkt. 10c; ¼ oz. 30c; ½ oz. 50c; oz. 90c.**

Another Unique Sunflower—"Red and Gold"

F106. Originated here at Boulder by Prof. Cockerell. Often listed as the RED Sunflower, but does not come all red. Flowers single, 6 to 9 inches, vary from lemon to coppery-red. Many blooms marked like Gaillardia. Plants about 7 feet high. A distinct novelty. **Pkt. 10c; ½ oz. 50c.**

Don't Kill Big Weeds?

No, I don't mean you should let them remain and go to seed. Don't worry about the weed seed crop for next year. There will be ample of this anyhow. What I mean is, don't ever let the weeds get big. Cut them down, or pull them up, in their tender youth. Funny, isn't it, how we think we are really doing something great when we slaughter large size weeds, but we don't feel half that glow of satisfaction when we kill 'em off when small and when it is so much easier done. But the time to get the weeds is before they take their toll from the soil's fertility. Frequent raking,

hoeing and cultivating is the way to get the weeds just as they are sprouting.

How to Transplant Weeds

This is easy. It's a natural gift with some gardeners. Simply have the ground wet when you go forth to give the garden the once over. Cut the weeds off well under the roots, but don't scatter them about. Follow the hoe with your feet, packing the recently loosened soil as you go. Then to complete the job, turn the hose on before the soil has had time to dry out well after hoeing. This treatment is practically sure to leave a good stand of weeds, full of life and pep.

Delightful Delphiniums

As you know, Delphiniums run largely to blue tints and shades. Not so long ago we had only the solid light blue and dark blue. Now we get an amazing and delightful variety of blues, many in combination with lilac, lavender, heliotrope, and near-pink. And the types or forms are as varied as the colors, many blossoms with a double set of petals instead of just one, the two sets often different in color.

So far I've not segregated the different types of colors, nor saved seed in separate colors or shades. May do this some time. But it seems most fascinating to me to let them grow and bloom in masses of the various colors, all harmonizing. So that is the way you will have them from seed or plants I supply this season—all in one grand and glorious mixture, including largely the more graceful open type plants, but some also of the massive Wrexham or "Hollyhock" strain.

Delphinium Seed

Each season many splendid delphinium blooms the first year, from seed sown right out in the garden in April.

Delphinium may be sown right outdoors early in spring. With no protection, the plants will live over winter and increase in size and vigor.

F012. Seed saved from my best stock or exhibition plants: Pkt. \$1.00; Small Pkt. 50c; ¼ Oz. \$2.50; Oz. \$9.00.

Delphinium Plants

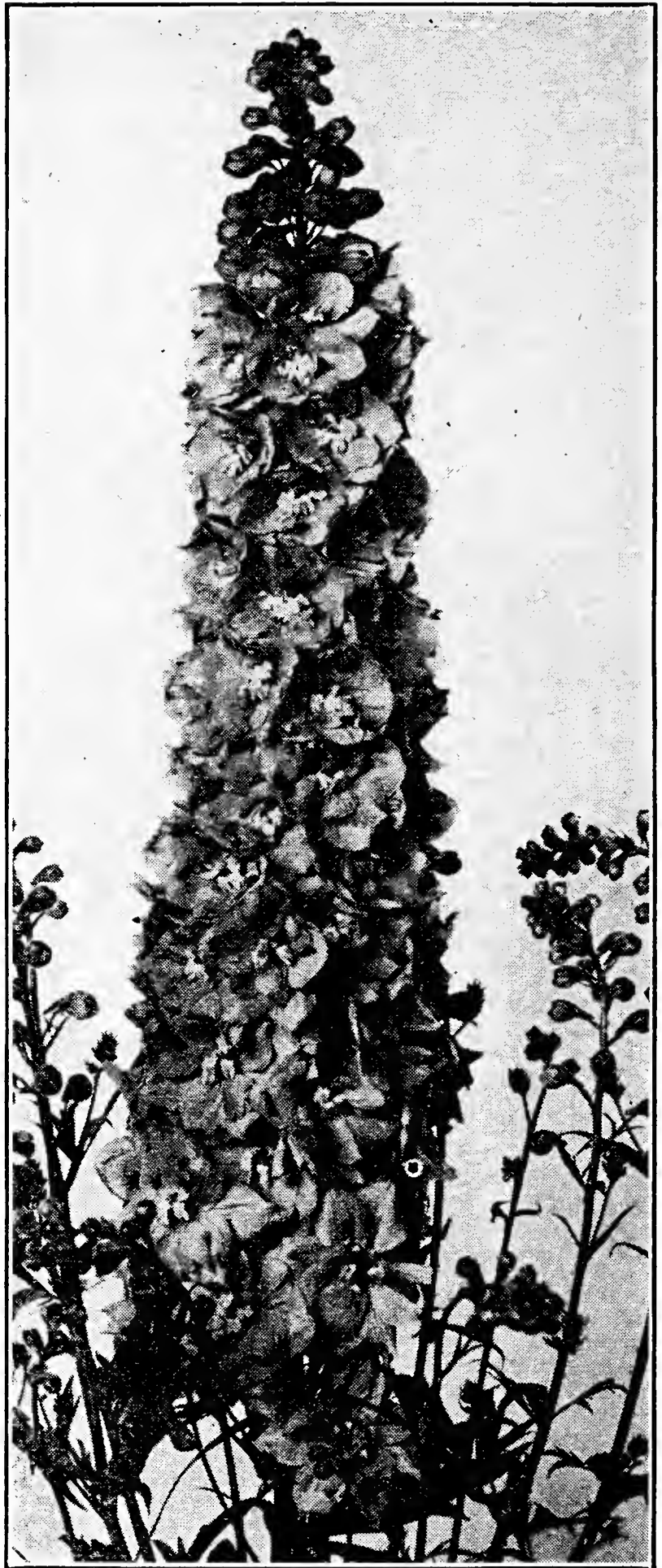
From seed containing a liberal per cent of the fine new kinds. Strong seedlings, many of which bloomed last year. 7 for \$1.00; 15 for \$2.00; 25 for \$3.00; 36 for \$4.00. All prepaid. (Mixed colors only.)

Wrexham or Hollyhock Type

All right. You can't quarrel with me. Although I myself prefer the less dense and more airy-like "Dells," as we call 'em for short, yet I receive requests for the Wrexham type only.

Now, as I say; it's jake with me whether you order my super special mixture offered on the left here, or the Wrexham type only, for this season I have seed of both. A typical Wrexham spike is shown above. But this type varies a great deal. Not all come so dense or crowded. And it's a good thing they don't.

F012½. WREXHAM seed at 83c a Pkt., Small Pkt. 40c; ¼ oz. \$2.00; oz. \$7.00. (No Wrexham plants, except as they may happen to come in the mixed plants I offer.)



Some of my Delphiniums from seed. Never been transplanted. Just as they run in beds from which I sell plants.

NOTE: Delphiniums are very hardy. They begin growth real early in spring. Is best to set these plants out when you do your **early gardening**. But will thrive if shipped and planted later. If sent after growth well started we cut the tops back before packing. New shoots start at once from crown of plant. **But order and plant early if you can.** Means better results the first season.

PESTER THE PESTS. Only insect I know of that works on Delphinium is some sort of red spider, louse or other "varmint" very efficient in "mass production." Shoot him in the eye first time you see him—shoot his wife and children, too—with some tobacco solution. For mildew on plants, dust with fine powdered sulphur.

THE J. D. LONG SEED COMPANY

Name { *Mr.*
Mrs.
Miss......

Street

\$.....

P. O. Box.....*R. D. No.*.....*Box*.....

Postoffice.....193.

State.....*Express Office*.....

[illegible]

ORDER BLANK—Continued

[illegible]

SHALL WE SUBSTITUTE? *If cannot supply kind ordered, shall we send another, subject to your approval? Your answer.....*

DOES YOUR NEIGHBOR WANT A CATALOG?

Please give name and address here:

.....

.....

.....

.....

LONG'S Tall Annual Double Giant Imperial Larkspur

Annual Larkspurs (sometimes called Annual Delphiniums) have been so much improved the past few years that nothing surpasses them for quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frosts.

Thin to 12 inches.

The Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. These Larkspurs branch from the base and have very long flower stems.

Here are the newest and most charming of this race of Tall Double Annual Larkspurs. Nos. F081 and F082 both received an AWARD OF MERIT from the Royal Horticultural Society of England.

F081. EXQUISITE PINK IMPROVED. See illustration. Note the many spikes of blooms, all from one plant. This is greatly improved over the former Exquisite Pink. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

F082. EXQUISITE ROSE IMPROVED. An improvement over the older variety, Exquisite Rose. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

F083. BLUE SPIRE. Intense, deep Oxford Blue, with same form as Exquisite Pink Improved. The last word in blue Annual Larkspurs. Pkt. 15c; ¼ oz. 50c; ½ oz. 90c.

F084. WHITE SPIRE. Of the Exquisite Pink Improved type, but dazzling pure white. Pkt. 15c; ¼ oz. 40c; ½ oz. 75c.

F085. LOS ANGELES. Another outstanding Tall Annual Larkspur with large double flowers in solid spikes, many side branches, fine for cutting. Color, rose with salmon sheen. Pkt. 15c; ¼ oz. 30c; ½ oz. 50c.

F086. CARMINE KING. A very rich carmine on salmon. The best deep carmine-rose in this type. Pkt. 15c; ¼ oz. 50c; oz. 90c.

F091. GLORIA. A rich tone of Deep Rose with no trace of carmine. GLORIA will satisfy those who want a deeper shade of rose than Exquisite Rose. It is a Giant Imperial with the base branching habit so necessary for producing long stemmed blooms. Pkt. 15c; ¼ oz. 80c.



F090. SPECIAL LARKSPUR COLLECTION. One pkt. each of the above seven rare Larkspurs (value \$1.05) for 60c, prepaid. (Any two packets the above for 25c.)

Make Several Thinnings

You will have stronger plants and better "luck" if you thin your plants partially when they are very small, then take out some more when you are sure of having plenty that are strong and sturdy. Later you may find so many plants doing well that still more could be spared. If plants are close together, hold the soil down around the roots of the plant that is to be left, while you pull out others around it. Thus you will not disturb the root and weaken, maybe kill, the plant that is left.

Other Good Tall Larkspurs

Not so new, but splendid also. Continue to bloom long time. Very effective in borders and planted among shrubs. Stock-flowered type. Splendid for cutting, and last well.

F075. AGERATUM BLUE.

F076. BRIGHT ROSE.

F077. DARK BLUE.

F078. EXQUISITE PINK.

F079. LUSTROUS CARMINE.

F080. EMPRESS ROSE.

Any of these 6 delightful colors (F075 to F080) at 10c a pkt.; 3 pkts. 25c; 6 pkts. 40c.

F074. MIXED ANNUAL LARKSPUR. Pkt. 5c; ½ oz. 25c.

LONG'S Unusual CALIFORNIA POPPIES

(Eschscholtzia)

Ramona F039. A California Poppy decidedly and delightfully different in type and color. Inside, golden bronze. Outside, coppery rose. **RAMONA** sure has class. The fluted form, which gives it the appearance of being double, and the delicate coloring, combine to produce a new effect that we never dreamed of in California Poppies. Pkt. 15c; ¼ oz. 50c.

Salmon Beauty F040. Beautiful salmon, inside and out. Very distinct. Received an award of merit by Royal Horticultural Society of England. Pkt. 15c; ¼ oz. 50c.

Copper Bowl F035. Bronzy-red, overlaid terracotta. Form and color suggests the name. Pkt. 10c; ¼ oz. 35c.

Crocea F036. Rich orange, same as the well-known single Calif. State Flower, but double. All others single. Pkt. 10c; ¼ oz. 35c.

Geisha F037. Brilliant scarlet outside; inside rich golden orange. Pkt. 10c; ¼ oz. 35c.

Vesuvius F038. Rich, glowing, striking red. Very outstanding and attractive. Pkt. 10c; ¼ oz. 35c.

50c Collection One packet each of the above 6 California Poppies. Value 70c, for 50c.

F36. GOLDEN WEST. Large golden yellow; the California State Flower. Single. Pkt. 5c; ½ oz. 25c.

Marigold. Guinea Gold F07. New. African pyramidal habit, 2 to 2½ ft., producing 30 to 40 flowers, nearly 100 per cent double, of brilliant orange flushed with gold. Pkt. 20c; ⅛ oz. 50c.

F0151. BOLTONIA. Perennial, 5 to 6 feet, bearing star-shaped lavender-pink blooms. **Seeds:** Pkt. 15c. **Roots:** 7 for \$1.00; 15 for \$2.00, prepaid.

F0165. MEXICAN FIRE PLANT. (Heterophylla.) Also called "Annual Poinsettia," because top leaves marked brilliant scarlet. About 30 inches tall. Grows quickly. Pkt. 10c; ¼ oz. 35c. (Caution! Do not confuse this with Kochi, called Mexican Fire Bush.)

F0155. ANCHUSA. (Italica Dropmore.) Perennial. Tall, showy plants bearing deep sky-blue blooms. Pkt. 15c; ½ oz. 50c.

F0156. ANCHUSA. (Blue Bird.) Annual. Might be called a Giant Forget-Me-Not. About 16 inches tall. Many blue flowers. Pkt. 15c; ¼ oz. 35c; ½ oz. 60c.

F0168. GEUM. (Mrs. Bradshaw.) Perennial. Bearing double orange-sacred flowers second year and after. Pkt. 10c; ⅛ oz. 50c.



F38. LONG'S BRILLIANT MIXTURE of best kinds and colors. An unusually bright and pleasing mixture. Pkt. 5c; ½ oz. 25c.

F09. PERSIAN RUG MIXTURE of California Poppies. These colors in bloom—red, chrome, pink, copper-red, claret, purple—make you think of a beautiful Persian rug. Pkt. 10c; ¼ oz. 35c.

LISTEN, FOLKS

California Poppies bloom the first year from seed sown right outdoors, even sown as late as June, and are among the last to pay any attention to Jack Frost. Be sure to thin them to six inches apart.

F0169. GEUM. (Lady Stratheden.) Flowers golden yellow. Pkt. 10c; ⅛ oz. 50c.

F0157. MATTHIOLA. (Bicornis.) "Evening Scented Stock." Annual. Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods are interesting, having two "horns," hence the name "Bicornis." Pkt. 10c; ½ oz. 25c.

F0158. GAILLARDIA. Portola Hybrida. (New.) Shades of bronzy-red, golden tipped. Very robust. **Seed:** Pkt. 20c; 3 pkts. for 50c. **Roots:** 7 for \$1.00; 16 for \$2.00, prepaid.

Zinnia, Mexicana Z32. Delightful double small flowers, mixed colors from yellow to mahogany-red, not like other Zinnias. About 9 inches. Prolific bloomers. Pkt. 10c; ¼ oz. 50c.

New Giant Verbena

"Lavender
Glory"

F0160. "LAVENDER GLORY." A true lavender, with creamy-white eye. The most glorious color in Verbenas. Sweetly fragrant. A Waller-Franklin masterpiece. **Pkt. 25c; 5 pkts. \$1.00.**

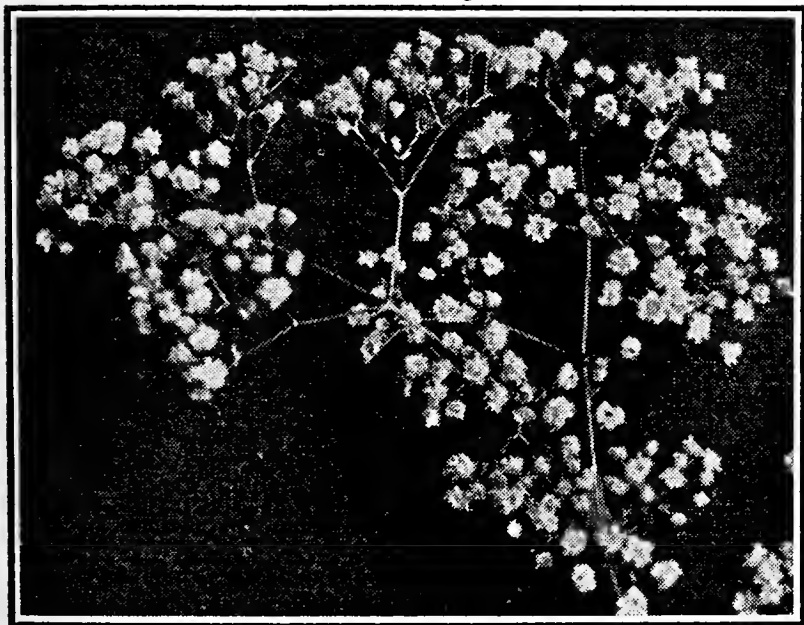
Other Giant Verbenas

- F111.** Giant Pink.
- F112.** Giant Purple.
- F113.** Giant Red.
- F114.** Giant White.
- F110.** Giant Mixed.

Prices: Any of the above colors, Pkt. 10c; 3 for 25c; 4 for 30c.



Double Baby's Breath (Perennial Gypsophila)



P049. Sow outdoors from April to June. Roots last for years, increasing in size. Color, white. About one-fourth the plants will produce double flowers. Balance single or semi-double, and may be pulled out if not desired. The double is best for drying for winter; fine to use fresh also to combine with sweet peas and other flowers. Florists use lots of it, summer and winter.

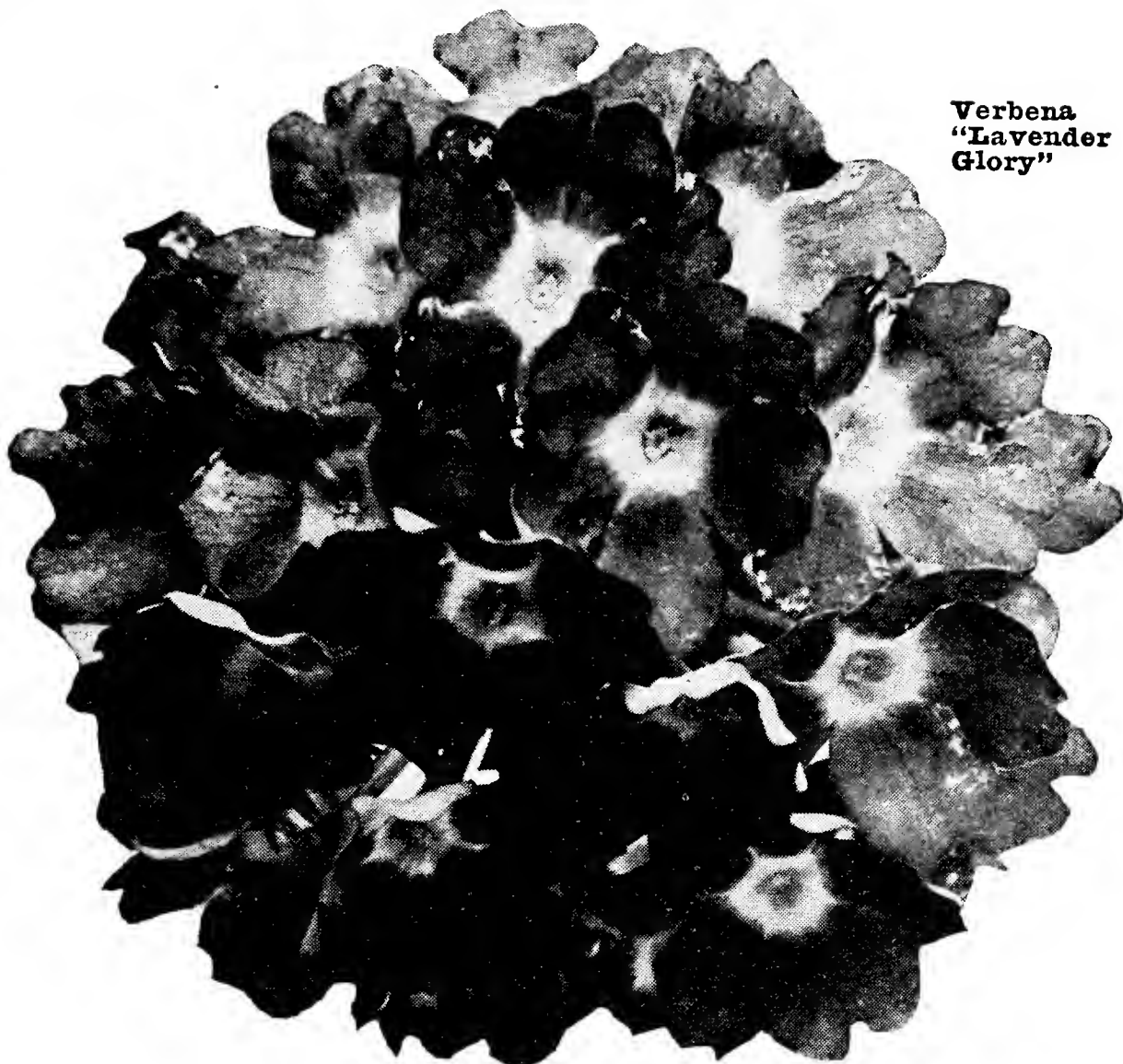
Seed: Pkt. 25c; 5 pkts. \$1.00.

Roots: Mixed sizes. All should bloom—7, \$1.00; 15, \$2.00. Prepaid.

Note: To make sure of getting at least one real double, you should order not less than 7 roots.

F0166R. ALL DOUBLE GYPSOPHILA. (Baby's Breath.) The true grafted Holland stock. Makes no seed. The ideal strain for drying. Does not go to sleep. Year-old roots: Each 60c; 2 for \$1.00.

Verbena
"Lavender
Glory"



Hardy Perennial Blue Salvia

F051. SALVIA AZUREA. Also called "Heavenly Blue Flowering Sage." Grows 3 to 4 feet high; stately willow-like growth; produces spikes of pretty sky-blue flowers in great profusion. Will bloom first season from seed sown early outdoors or started inside and set out later in spring. Lives for years. Can be transplanted in early spring without harm. Blooms in August and September.

Seed: Pkt. 15c; 2 pkts. 25c.

Plants: 7, \$1.00; 15, \$2.00; 25, \$3.00; 36, \$4.00.

New Annual Canterbury Bells

Many years of careful selection have at last given us an Annual Canterbury Bell which blooms from seed in less than six months. It should now be possible to have this beautiful flower in bloom at almost any time of the year.

The plant grows from two to two and a half feet tall, each plant having from six to eight spikes of blooms. We offer this in mixture, containing the following colors: Dark blue, light blue, pink, rose and white. We believe this to be a very fine novelty and that it will fill a long-felt want. **Pkt. 25c; 5 pkts. \$1.00.**



LONG'S Godetia-Dwarf Double Azalea—Flowered



F070. GODETIA. These wonderful flowers rival the loveliest of potted and petted Azaleas. Sow the seed out in the garden, same as with asters. Thin to nearly foot apart. **Each plant makes a compact bush about a foot high.** The big, beautiful, pink blossoms with deeper centers just about hide the plant. It's a revelation. You'll be surprised—and delighted. May also be grown in pots. Pkt. 15c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c.

F071. GODETIA, TALL GLADIOLUS-FLOWERED. 20 inches high. Carmine flowers. Fine for cutting. Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c.

Scabiosa—"Loveliness"



A glorious new color in annual Scabiosa. The blossoms range through varying tones of soft delicate Salmon-Rose. This is undoubtedly the most beautiful Scabiosa ever introduced, the result of 7 years intensive selection. As a cut flower it is unsurpassed. The delightfully fragrant flowers are borne on long stiff stems. The crowning beauty of Loveliness is its glorious Salmon-Rose color. Pkt. 15c; $\frac{1}{8}$ oz. 40c.

Calendula—"Campfire"

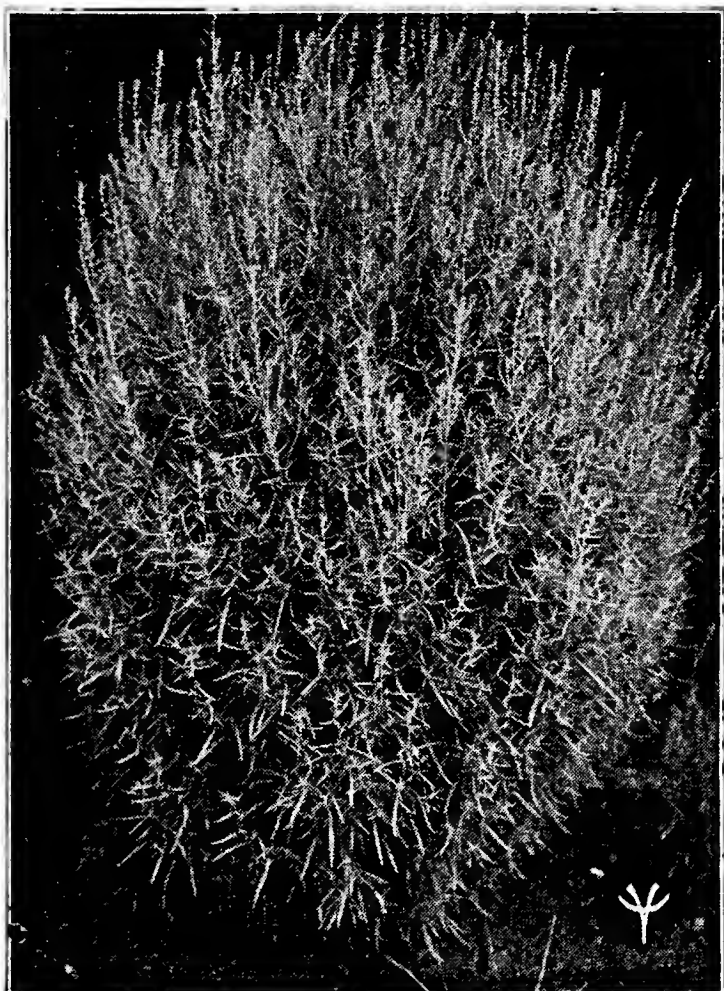
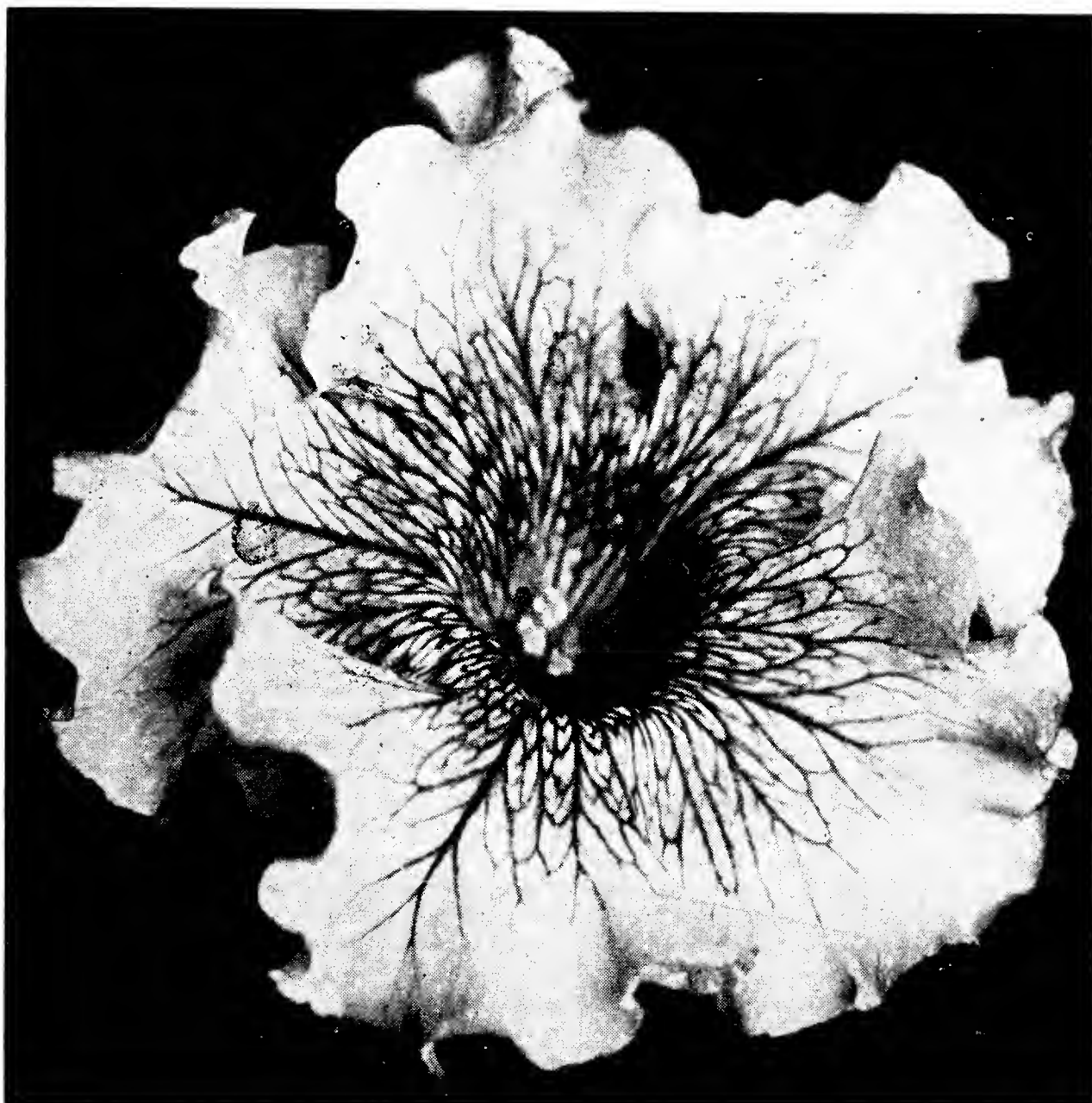


Very double, brilliant orange flowers with a crimson or orange sheen. Stems long and fine for cutting. This is also known as "Sensation." Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked. Pkt. 10c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c.

LONG'S Superb PETUNIAS

GIANTS OF CALIFORNIA

F89. The largest often measure 4½ inches across. And such wonderful colors and markings! Then too, some are delightfully ruffled and frilled. Produces very, very little seed, making the seed as precious as gold dust. **Pkt. 25c; 5 Pkts. \$1.00.**



Favorite Bedding Petunias

- F024. ROSY MORN.** A gay and artistic petunia for beds and borders. Color, soft rose-pink with light throat. Plants set a foot apart in good soil will fill all the space with perfect mass of bloom. Pkt. 10c; ¼ oz. 50c.
- F023. ROSE OF HEAVEN.** Similar to Rosy Morn but deeper pink. Very little white in throat. Pkt. 10c; ¼ oz. 50c.
- F025. VIOLET PETUNIA.** Similar in bushy habit of growth to Rosy Morn, but a beautiful deep violet color. Pkt. 10c; ¼ oz. 50c.
- F88. CHOICE MIXED.** Splendid mixtures of single varieties. Pkt. 10c; ¼ oz. 35c.
- Any 3 Ten Cent Pkts. Petunias for 25c.**

Balcony Petunias

Large flowering single sorts Petunias especially recommended for window boxes.

- F060.** Balcony White. **F061.** Balcony Blue.
F062. Balcony Rose. **F063.** Balcony Crimson.
F064. Balcony Mixed. Any color or mixed: 15c
Pkt. Any 2 Pkts. 25c.

Mexican Fire Bush (Kochia)

F73. Also called **Summer Cypress.** The moss-like green foliage turns to deep carmine in fall. Makes inexpensive showy hedge. Improved giant strain. May be thinned to several feet apart, so each plant will stand alone, like an evergreen. Or, if a foot or so apart, will make a hedge. Plants may be trimmed and shaped like the perennial hedges. Pkt. 10c; ½ oz. 25c.

Giant Hardy Carnation

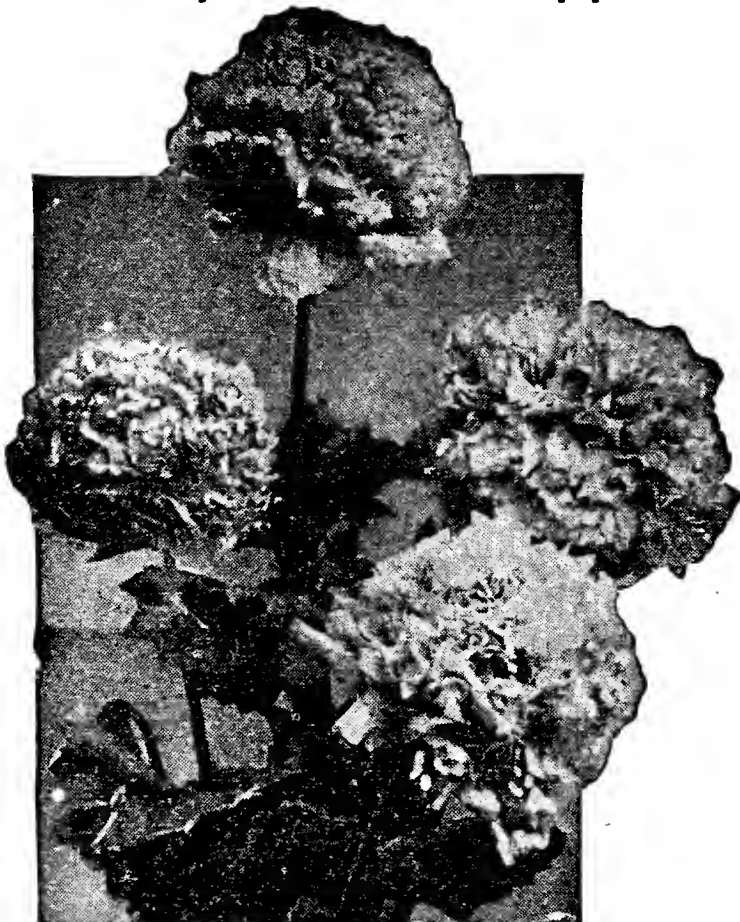


F055. The finest to date. **Chabaud's Giant**, the new strain; not the old Chabaud type. Far superior also to Marguerite. (About 85% come double.)

Plants thick-set; stalks stiff, bearing large double blossoms. Not so large as the greenhouse kinds, but surprisingly large if disbudded, as florists treat their carnations. Bloom about 6 months from sowing. Start indoors for summer blooming. May be sown also in open garden. Give winter protection.

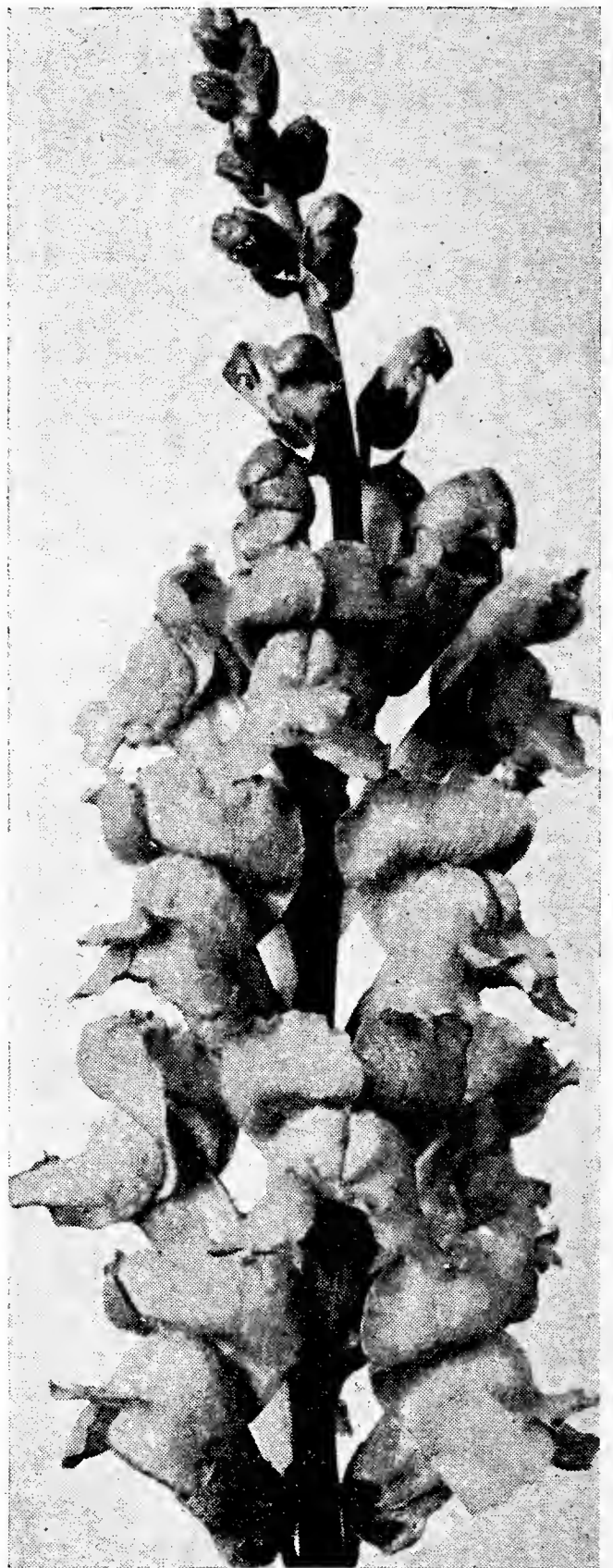
Colors: Red, Rose-Pink, Salmon-Rose, White, Mixed. Price for any color or mixed: Pkt. 25c; 5 pkts. \$1.00.

Peony-Flowered Poppies



Gigantic blossoms like fine double peonies. Rich colors. Easy to grow. Sow outdoors. Thin to 6 inches. **Shrimp Pink, Red or Mixed colors.** Choice 10c pkt. (The Shrimp Pink is exceptionally fine.)

Giant Snapdragons (Antirrhinum)



Plants medium height, require no staking. Flowers large and lovely. Splendid for cutting as well as garden display.

F7P. Giant Pink. **F7R.** Giant Red.
F7W. Giant White. **F7Y.** Giant Yellow.
F7M. Long's Special Mixture.

Any color or mixed: Pkt. 10c; 3 for 25c; 1/8 oz. 50c.

Double Shirley Poppies

You'll like these!

F0137. Rose.
F0138. Salmon.
F0139. Mixed Double Shirley Poppies. Your choice, Pkt. 10c. Any 3 Pkts. 25c.

LONG'S "Towers of Beauty" HOLLYHOCKS

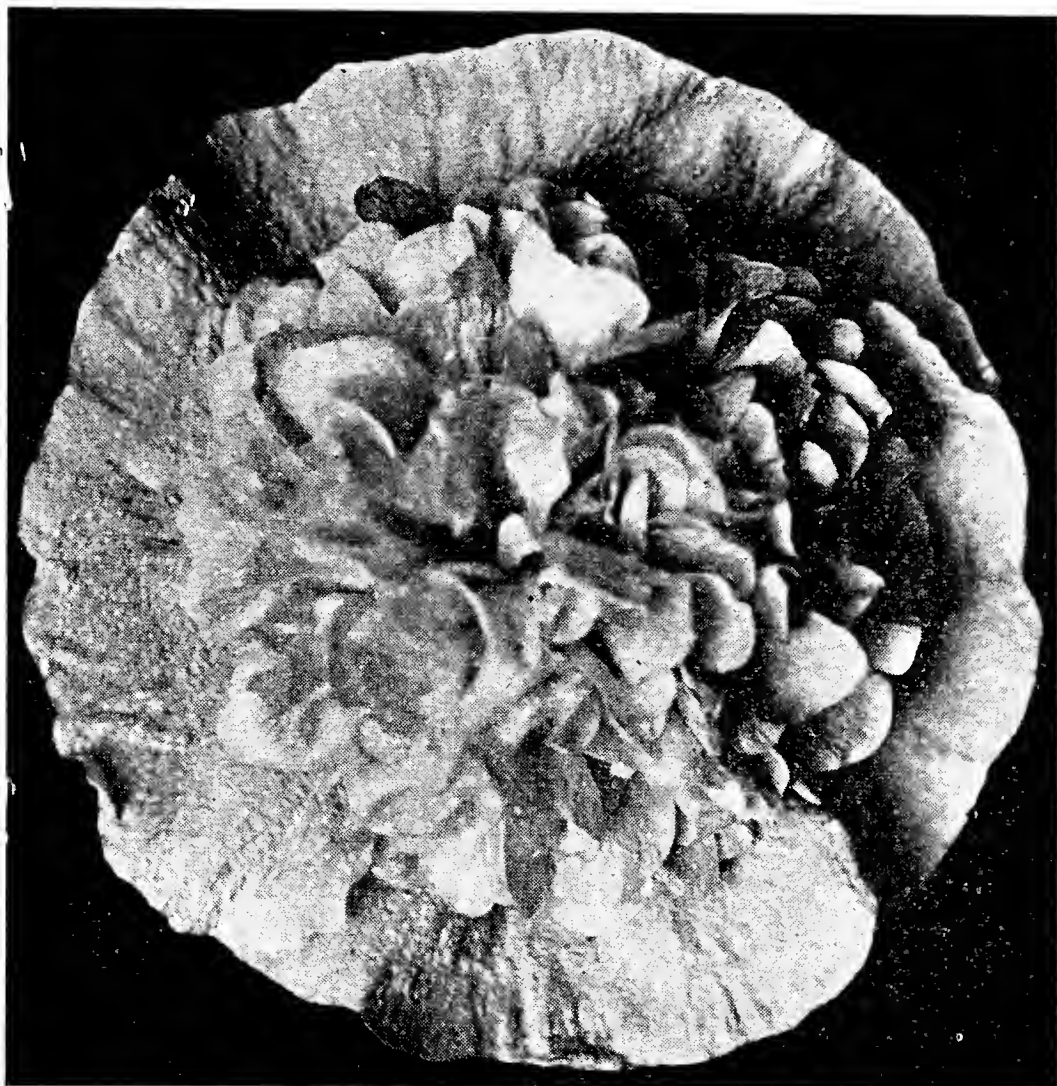
LONG'S Rare Double Hollyhock— "LILAC BEAUTY"

My own introduction—not sure that Lilac is just the name for the color. Using Ridgeway's color chart, I found **Chinese Violet** seemed nearest to color of blossoms. Anyhow, it's a beauty, and different in color from anything I've offered before. Not quite so double as blossoms shown on this page.

Am making prices for Lilac Beauty seed and plants just the same as for all others listed on this page.

You gain a year by planting roots this spring instead of seed. Hollyhocks bloom second year from seed, you know.

It's a good idea to plant both roots and seed. The roots frequently live over after blooming one season, but not always. The seed you sow this year will provide a new supply of blooming size roots for next summer. Sow seed from April to July. Plant roots early in spring. **April best time. See prices below.**



"COLORADO SUNSET" Hollyhock

Color varies from copper to cream, but always charming. Prices for seed and plants reduced this season. **See prices below.**



"Towers of Beauty"

Six Other Good Colors of DOUBLE HOLLYHOCKS

Their double blossoms rival the rose in exquisite color and form.

Bloom second year from seed; first year from roots I sell. Plant roots early for best results.

| | | |
|--------------|---------------|---------------------|
| Red | Yellow | Newport Pink |
| White | Maroon | Black |

See prices below.

Prices for All Hollyhocks Listed on This Page:

Roots: 3 for 55c; 7 for \$1.00; 15 for \$2.00; each color labeled. Mixed colors, our selections, not labeled: 10 for \$1.00. All prepaid.

Seed: Any color, including "Colorado Sunset" and "Lilac Beauty": Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 70c; oz. \$1.20, prepaid.

Hollyhock Seed Special: Any 3 Pkts. 20c; any 8 Pkts. 50c. Your selection.

Use Hollyhocks freely for backgrounds. They remain in bloom a long time. Other tall growing flowers are: Cosmos, Mexican Fire Bush, Sweet Peas, Zinnias, African Marigolds, Annual Larkspur, Delphinium, Canterbury Bells, Boltonia, Castor Beans, Chrysanthemum Sunflower, and, of course, Dahlias.

LONG'S Everlasting Flower



Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter decoration of vases and everlasting bouquets. Will really keep for years. May be washed with soap and water to brighten up. An old-fashioned flower that is "coming back" strong now.

Important. Cut the flowers when partly open just as shown in this picture. Don't put them in water but hang them up dry in dark. Place some also on shelf in dark closet, so blossoms and part of stem hang over edge of shelf. This gives curve and charm to the stems when placed in vase.

F6G. GOLDEN GLOBE. Large, golden yellow.

F6S. SILVER GLOBE. Chaste silvery-yellow.

F6R. ROSE-CARMINE. Shades of rose.

F6CR. "CHRISTMAS RED." Very popular for Christmas decorations. Some florists and gardeners make a bunch of money selling this at Christmas time.

F6M. ALL KINDS MIXED. These and other colors all in one mixture.

Prices: Any color, or all mixed: Pkt. 10c; 3 for 25c.

Scotch Marigolds

(*Calendula*.) Also called Pot Marigold. Grows readily from seed planted outdoors. May also be grown in pots indoors. It blooms continuously if kept picked.

F130. ORANGE KING. Florists' strain. Enormous orange flowers, perfectly double.

F13L. LEMON QUEEN. Like Orange King but clear lemon-yellow. Double.

F13N. NANKEEN. Large double cream flowers, slightly flushed apricot. Unique.

Prices: Any these three fine kinds: Pkt. 10c; 3 for 25c.

F13M. MIXED CALENDULA. Pkt. 5c; ½ oz. 20c.

Chinese Wool Flower

Flowers resemble a ball of wool. Plants branch freely and are covered with blooms. Very striking for garden display. **Can be dried for winter bouquets.** Sow in garden about May 1st.

F026 Crimson. **F027** Rose-pink. **F028** Yellow. **F029** White. **F030** Mixed. Price any color or mixed: Pkt. 10c. (**F026** and **F027** are best.)

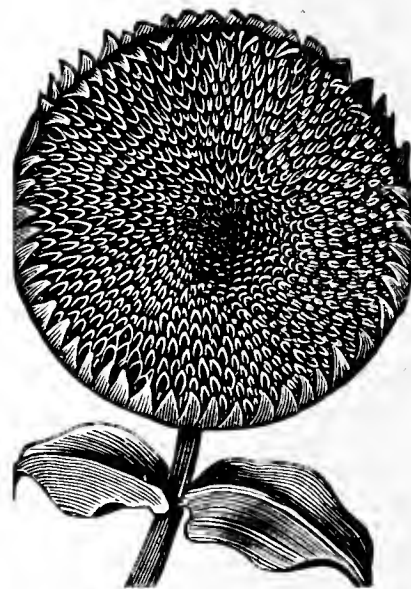
Japanese Morning Glory



F72. Colors run from white through all shades of blue and red; from palest pink to darkest reds and purples. Many flowers streaked, mottled and bordered. The leaves are also very ornamental, ivy-like and heart-shaped, green and marbled. Climbers. Plant in warm location. Pkt. 10c; oz. 30c.

Annual Mallow (Lavatera)

F015. A showy annual, about 2 feet high, producing large cup-shaped shrimp-pink flowers. Sow in May and thin to 10 inches. Pkt. 10c; ¼ oz. 25c.



LONG'S Mammoth Russian Sunflower

Special Stock: Pkt. 5c; lb. 30c; 5 lbs. for \$1.20; 10 lbs. for \$2.20, prepaid.



Sweet Alyssum



Canterbury Bells



Celosia



Chrysanthemum

LONG'S Tried and True Flower Seed

Ageratum (FLOSS FLOWER.) Dwarf, compact plants, fine for borders, edgings or pots.

F1, Blue; F2, White; F3, Choice Mixed. Price for any kind: Pkt. 5c; ¼ oz. 25c.

Sweet Alyssum Exceedingly popular border plant, useful in many ways in any garden. Puts the "finishing touch" to beds, walks, etc. Snow white; comes quickly from seed, and blooms continuously.

F4. LITTLE DORRIT. Similar to Little Gem but still more compact and a finer variety. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

F4½. LILAC ALYSSUM. Same as white, but lilac color. Pkt. 10c.

Amaranthus Graceful plants with ornamental foliage, producing a striking effect as a background or centerpiece.

F5. All Kinds, Mixed. Pkt. 5c; ½ oz. 15c.

Balloon Vine **F9.** Hardy annual climber, producing white flowers and seed vessels that look like small balloons. Good for screens. Seeds hard. Should be soaked 24 hours. Pkt. 5c; ½ oz. 15c.

Balsam (LADY SLIPPER.) Grows quickly from seed, producing large brilliant flowers. Also called "Touch-Me-Not." Great favorite with children.

F11. DOUBLE MIXED. Pkt. 5c; ¼ oz. 25c.

Calliopsis **F14.** Bush plants 2 feet high covered with showy flowers. Pkt. 5c; ½ oz. 15c.

Canary Bird Flower **F15.** Rapid growing climber, 10 feet. Flowers canary yellow, and resembling a canary bird. Fine for porches, etc. Soak 24 hours. Pkt. 10c; ½ oz. 20c.

Candytuft **F17, PURE WHITE; F18, FINE MIXED.** Pkt. 5c; oz. 25c.

GIANT HYACINTH-FLOWERED. Extra large and fine. Pkt. 10c; ¼ oz. 25c; ½ oz. 40c.

Canterbury Bells Hardy biennials, blooming second year from seed. Plants 3 feet high. Flowers bell-shaped, and many colors. Very showy. Sow from May to August.

F19. LONG'S SPECIAL MIXTURE. Single, double, and "cup and saucer" varieties; all mixed; very fine. Pkt. 10c; ½ oz. 30c.

Carnations **HARDY.** Biennials. These lovely, fragrant carnations are the most profuse bloomers of all the so-called pinks.

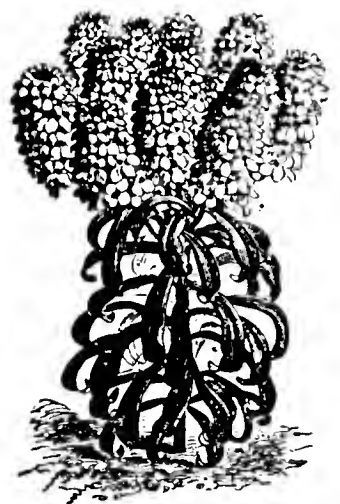
F20. MARGARET. Double flowers with lovely fringed petals; delightfully fragrant; wide range of charming colors. Extra fine. Pkt. 10c; ½ oz. 25c.

Celosia **OR COXCOMB.** **F22. OSTRICH PLUME.** Feathered varieties mixed. Pkt. 5c; ¼ oz. 25c.

F23. CRESTED COXCOMB. Dwarf plants with bright red combs. Pkt. 10c.

Chrysanthemum **DOUBLE ANNUAL.** **F011.** Not the large kind grown in greenhouses, but smaller flowered. Blooms in open garden from seed sown in spring. Many come double. Mixed colors. Pkt. 10c; ¼ oz. 25c.

Cobaea Scandens (CATHEDRAL BELLS.) **F24.** Rapid growing climber, 15 to 20 feet in a few months. Has lovely lilac bell-shaped flowers. Plant seeds on edge. Pinch few inches off top of plant when 6 inches high or so; will make it branch out and produce denser covering. Pkt. 10c; ½ oz. 25c.



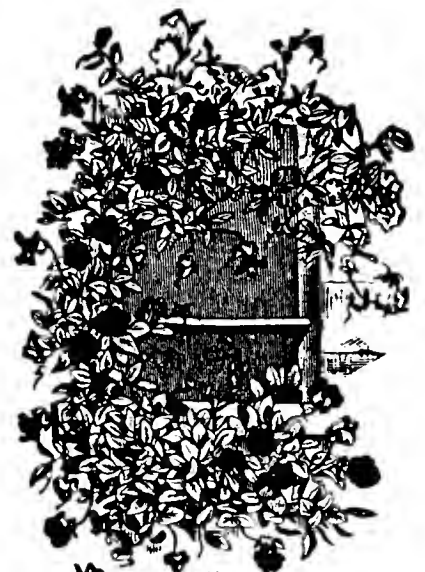
Candytuft



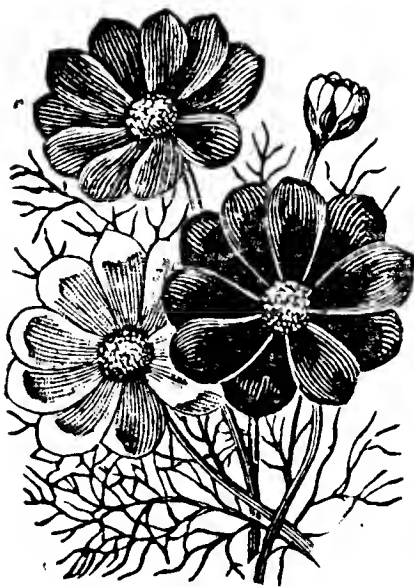
Carnation



Celosia



Cobaea Scandens



Cosmos



Four o'Clock



Gaillardia



Gypsophila

Cosmos EARLY GIANT. Easy to grow. A good oldtime favorite, still popular. This strain both early and large.

F27, WHITE; F28, PINK; F29, CRIMSON; F30, FINE MIXED. Your choice of any of these colors, or mixed: Pkt. 10c; ½ oz. 25c.

Cypress Vine F31. Beautiful rapid-growing climber with feathery foliage and star-shaped blossoms. Soak seed 24 hours in warm water. Pkt. 10c; ½ oz. 25c.

Daisy DOUBLE. The poet's favorite flower. Perennial, blooming first year from seed. Very neat for borders.

F32, PINK; F33, WHITE; F34, MIXED. Price for either color or mixed: Pkt. 10c.

Daisy SHASTA. F35. Originated by Burbank. Large white flowers on long, stiff stems; great bloomer, fine for cutting, perennial; roots may be divided after a few years and reset. Pkt. 10c; ¼ oz. 25c.

Delphinium GOLD MEDAL HYBRIDS. F013. A perennial, known also as the Hardy Larkspur. Colors run from pale lavender to deep blue. Pkt. 20c.

Eschscholtzia (CALIFORNIA POPPIES.) Blooms early and continuously from spring-sown seed. Seeds itself after first year. Fine for beds or borders.

F36. GOLDEN WEST. Large golden yellow; the California State Flower. Pkt. 5c; ½ oz. 25c.

F38. LONG'S BRILLIANT MIXTURE, of best kinds and colors. An unusually bright and pleasing mixture. Pkt. 5c; ½ oz. 25c.

"Forget-Me-Not" F37. Hardy perennial and one of the daintiest of garden favorites. Blooms first year and better next. Color blue. Pkt. 10c; ¼ oz. 25c.

Four o'Clock F39. Good old-fashioned easy-to-raise flowers, splendid for hedge center or background. Mixed colors. Pkt. 5c; oz. 20c; ¼ lb. 60c.

Fox Glove F40. Tall perennial with spikes of vari-colored and spotted tube-like flowers, blooming second year from seed. Pkt. 10c.

Gaillardia F41. Compact, bushy plant bearing large brilliant flowers. Fine mixed. Pkt. 5c; ⅛ oz. 25c.

Geranium F42. Perennial blooming first year from seed if started early. Fine mixed. Pkt. 15c.

F033. GRAND ZONALE. Mixed. Pkt. 25c.

Curious Gourds Don't overlook these for the children. Easily grown, rapid climbers, tender, sow after danger from frosts.

F44. NEST EGG. Grow your own nest eggs. Give the hen an inspiration. Plant this seed in poor soil lest you raise an ostrich egg. Pkt. 5c; ½ oz. 15c.

F45. DIPPER. Dippers are now so high that it might pay to grow your own dippers and be independent of the dipper trust. Pkt. 5c; ½ oz. 15c.

F46. MIXED GOURDS. Ornamental gourds, large and small, all shapes and colors. Many odd, fantastic varieties. Pkt. 5c; ½ oz. 25c.

Gypsophila Graceful plants of light fairy-like growth, covered with tiny white flowers. In great demand for combining with sweet peas and other cut flowers. Note that there are two kinds, the annual and perennial.

F47. ELEGANS (ANGEL'S BREATH) ANNUAL. Blooms first year from seed. Not so dainty as the perennial. Good plan to sow both kinds this spring, so as to have a supply this year and next. Pkt. 5c; oz. 25c.

F47½. Same as F47 above, but dainty pink. Annual. Pkt. 10c; oz. 25c.

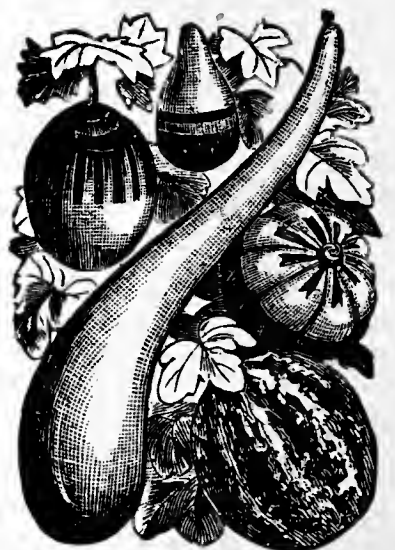
F48. PANICULATA (BABY'S BREATH) PERENNIAL. Blooms second year from seed and increases in size of plants each year. The tiny white flowers on branched stems are so thick as to give the plant a white lace-like effect. Pkt. 10c; ½ oz. 25c.



Eschscholtzia



Fox Glove



Gourds



Japanese Hops



Annual
Larkspur

Heliotrope F50. Perennial, blooming first year from seed. Choice mixed. Pkt. 10c.

Japanese Hop F62. A rapid growing climbing vine much used for covering unsightly objects and for shading windows and porches. Soak seed 24 hours. Pkt. 10c; ½ oz. 25c.

"Job's Tears" F61. Curious ornamental grass with hard seeds used for beads. Pkt. 10c; ¼ lb. 25c.

Larkspur ANNUAL. F63. Dwarf Mixed. Pkt. 5c; ½ oz. 25c. F64. Tall Mixed. Pkt. 5c; ½ oz. 25c.

Marigolds F67. FRENCH DWARF. Mixed. Pkt. 5c; ½ oz. 25c.

F67½. "LEGION OF HONOR." Rich golden yellow flowers, marked velvety brown. Fine for borders and edging. Pkt. 10c; ½ oz. 30c.

F68. AFRICAN TALL. Long's Special Mixture. Pkt. 10c; ½ oz. 30c.

Marigolds GIANT AFRICAN. Tall. Should be thinned to 12 inches in good ground, for they make big bushes. They bloom from mid-summer to hard frosts.

F05. ORANGE PRINCE. Deep golden orange. Immense blossoms. Pkt. 10c.

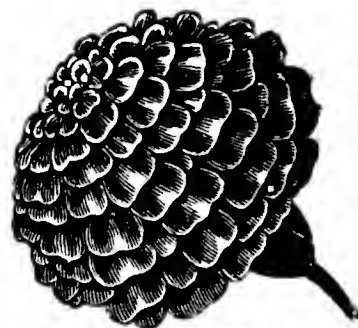
F06. LEMON QUEEN. Equal to Orange Prince, but a soft lemon yellow. Pkt. 10c.

Mignonette No garden is complete without this old-fashioned fragrant flower. Comes into bloom soon.

F69. LONG'S SPECIAL MIXTURE. Extra fine varieties mixed. Pkt. 5c; ½ oz. 25c.

Morning Glory F70. TALL. Always popular for fences and screens, etc. Fine mixed. Pkt. 5c; oz. 20c.

F71. DWARF. Good for beds or borders. Pkt. 5c; oz. 25c.



Marigold



Morning
Glory



Snapdragon
See Page 54

Nasturtiums (Dwarf)

About one foot high and very effective. They bloom and bloom and bloom. The more you pick them the more they bloom. Fine for beds and borders, also for planting in rings around trees. Stand hot locations better than many other flowers. Easy to raise. Tramp soil after planting so it will come in contact with all portions of the ribbed seed. Soaking seed 24 hours will also hasten germination. Sow any time from first of April to July.



Nasturtiums

F76. LONG'S SPECIAL MIXTURE. Extra fine mixture of Dwarf sorts, always giving pleasing results. Large pkt. 10c; oz. 15c; ¼ lb. 40c.

SEPARATE COLORS DWARF NASTURTiums

F77. EMPRESS OF INDIA. Crimson. Foliage dark.

F78. GOLDEN KING. Rich orange-yellow.

F79. KING THEODORE. Velvety crimson.

F80. PEARL. Light lemon-yellow or primrose.

F81. VESUVIUS. Rich deep apricot. Any separate color: Pkt. 10c; oz. 15c.

Nasturtiums (Tall)

Fine for covering trellises, stumps, fences, etc. Very showy when planted at top of steep bank and allowed to run down the bank. Or may be allowed to ramble in any location. Flowers larger and stems longer than the dwarf kinds.

F82. LONG'S SPECIAL MIXTURE. Fine assortment of large flowering tall or climbing nasturtiums. Large pkt. 10c; oz. 15c; ¼ lb. 40c.

SEPARATE COLORS TALL NASTURTiums

F83. KING THEODORE. Crimson-maroon.

F84. ROSE. Bright soft rose.

F85. SCARLET. Bright scarlet.

F86. SUNLIGHT. Clear rich yellow.

F87. VESUVIUS. Salmon-rose.

Any separate color: Pkt. 10c; oz. 15c.



**Phlox
Drummondii**



Portulaca



Salpiglossis

Nicotiana (FLOWERING TOBACCO PLANT.) F75. Blossoms something like petunia, but with longer tubes. Flowers very fragrant and showy. Pkt. 5c; ¼ oz. 25c.

Phlox Drummondii For beds and massing nothing surpasses these beautiful annuals.

F91. GRANDIFLORA MIXED. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

Pinks (DIANTHUS.) Hardy sweet scented annuals blooming all summer in variety of brilliant colors.

F94. HEDDEWIGGII. Finest of all pinks. Great variety of colors. Pkt. 10c; ½ oz. 30c; ¼ oz. 50c.

Gorgeous Poppies Wonderfully brilliant and always popular flowers. Sow where wanted, as difficult to transplant.

F94½. BRILLIANT BEAUTIES. My special mixture of finest double and other charming sorts in wide range of colors. Pkt. 5c; ½ oz. 25c.

F95. TULIP POPPY. Vivid scarlet. Pkt. 10c; ¼ oz. 35c.

F96. SHIRLEY. A beautiful single poppy, white, pink, lavender, purple, crimson, all mixed. Pkt. 5c; ¼ oz. 25c.

F96½. ICELAND. (Perennial.) Very hardy, fragrant, blooms first year from seed, good for cutting. Fine mixed. Pkt. 10c; ½ oz. 25c.

F97. ORIENTAL. (Perennial.) Tall and showy. Scarlet flowers. Looks well among shrubs. Pkt. 10c; ½ oz. 25c.

DOUBLE SHIRLEY POPPIES. You'll like these. (F0137, Rose.) (F0138, Salmon.) (F0139, Mixed Double Shirley Poppies.) Your choice, Pkt. 10c. Any 3 Pkts. for 25c.

Portulaca (MOSS ROSE.) F99. SINGLE MIXED. Pkt. 5c; ¼ oz. 25c.

F100. FINE DOUBLE MIXED. Pkt. 10c.

Rincinus (CASTOR BEANS.) F98. Tropical-looking plants growing to immense size from seed sown after danger from frost. Richer the ground the bigger they grow. Good for backgrounds and centerpieces. Children enjoy seeing them grow so quickly to size of trees, 6, 8, or 10 feet tall. Pkt. 10c; oz. 25c.

Salpiglossis (VELVET TRUMPET.) F101. Very showy plant with trumpet-shaped blossoms in rare combinations of color, beautifully marbled and penciled. Mixed colors. Pkt. 10c.

Salvia (SCARLET SAGE.) F102. Standard bedding plant where brightness of color is wanted. Flowers borne in spikes of fiery red, lasting long time. Pkt. 10c; ¼ oz. 60c; ½ oz. \$1.00.

Scabiosa F74. Also known as Pincushion Plant. Flower stems are long and keep well in water. Fine mixed. Pkt. 5c; ½ oz. 25c.

Scarlet Flax (LINUM.) F65. Slender plant with bright red saucer-shaped flowers. Very showy and easy to grow. Pkt. 5c; oz. 25c.

Stocks TEN WEEKS. F103½. "Cut and come again" fragrant annual. Profuse bloomer. Colors range through all the soft and distinct shades.

DWARF LARGE FLOWERING TEN WEEKS STOCKS. In separate colors. (F0131, Blood Red.) (F0132, Carmine Pink.) (F0133, Lavender.) (F0134, Peach Blossom.) (F0135, White.) (F103½, Mixed Colors.) Your choice any color or mixed. Pkt. 10c. Any 3 Pkts. for 25c.

Sweet Sultan F107. Delightfully fragrant flowers with small fringed petals. Easily grown. Something like Bachelor's Button. Choice mixed. Pkt. 5c; ½ oz. 25c.



Pinks



Rincinus



Sweet William

Sweet William Well-known hardy perennial producing gorgeously colored fragrant flowers. Hardy perennial, 18 inches high. Cover seed scant ¼ inch. Thin to 6 inches.

F108. SINGLE MIXED. Pkt. 5c; ¼ oz. 15c.

F109. DOUBLE MIXED. Pkt. 10c; ¼ oz. 35c.

Wild Cucumber F115. One of the quickest growing annuals. 30 feet in a season sometimes. Foliage dense, great for shade. Produces many white blossoms, followed by ornamental prickly seed pods. Will self-sow after first season. Soak seed in warm water 24 hours, or cut small portion of shell away from germ end (the pointed end). Pkt. 10c; oz. 25c.

ONO'S "Hit or Miss" F125. Great mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a good hit with all who try it. Pkt. 5c.

LONG'S MASTODON

Everbearing Strawberries

**Just Think! Fresh Berries
All Summer and Fall from
Your Own Garden!**

MASTODONS are now so well known that little need be said in way of description and recommendation of them. The important matter is to get **true stock, free from disease.** All my plants have been officially inspected and approved. You start right when you set out **LONG'S** true Mastodon plants. Only new plants, produced summer of 1931, sent to customers. Safe delivery of plants in good growing condition guaranteed.

MASTODON plants are very robust and thrifty. They begin bearing late in July or early August, continuing until heavy freezing weather. Plants start bearing again the following June. The dark-green leaves are very large and of heavy texture thus well protecting the berries from sun and rain. The berries are borne in clusters on strong stiff stems. Some of the larger berries will not go through the top of a quart milk bottle.

PRICES FOR MASTODON PLANTS, PREPAID IN U. S. A.: 40 plants (smallest order packed) for \$1.00; 100 for \$1.80; 200 for \$3.40; 300 for \$4.80; 400 for \$6.20; 500 for \$7.50; 1,000 for \$14.00. Prepaid.

MASTODON PLANTS BY EXPRESS, NOT PREPAID: Write for prices.

How to Grow Everbearing Strawberries

With Everbearers, no need to worry if frost or hail kills a crop of blossoms. Nature gets busy and produces other crops with little loss of time.

Strawberries do best in full sun. They respond to rich ground, plenty of water, and frequent shallow cultivation. If water is scarce, cultivate more. Artificial watering can be given either by running water along the rows or by overhead sprinkling. I can't see any particular difference in results if you are sure to give the plants a good soaking and often.

Set plants on level ground, not on ridges. Space the plants 12 to 18 inches in the row and rows 24 to 42 inches apart, according to method of cultivation and space you can spare. If to be worked with horse-drawn tools, make rows 36 to 42 inches apart.

In setting out strawberry plants, cut off the tips of the roots. Many new, fine, hairlike roots will develop on account of this operation. And the tops should also be trimmed back so that just several crown leaves show. If plants are taken up real early in spring, they may yet be dormant, with no green leaves showing. Though apparently dead they do splendidly if set out at this stage, provided the ground does not freeze before they get rooted. Too much freezing of the ground may cause failure, but mere frosts do no harm to plants wintered in the open with no covering.

Plant early, the earlier the better, after you begin your spring gardening. The time varies

according to season and locality. Most places April and early May best.

Spread the roots out fan-like when setting, and press soil well against the roots. Keep soil moist.

After the plants begin to take hold and show signs of growth, begin careful hoeing about them. Guard against hoeing into the roots to loosen them. Often when growth starts it will push the plant up, exposing too much of the crown and part of the roots. To prevent this, go over the patch and tramp around each plant with toe or heel, packing the soil and drawing some more soil up to the plants if seem to need it.

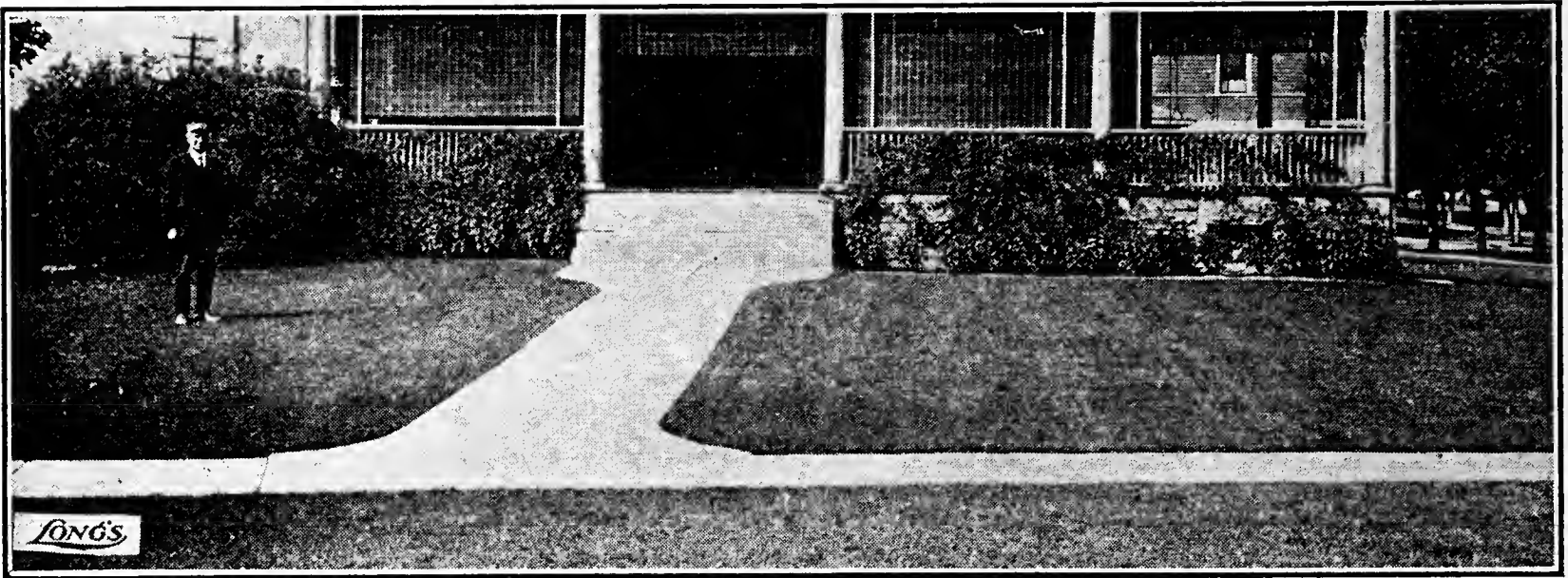
To get the most berries keep all or nearly all the runners cut off. The hill method is used by large growers of Mastodons for market.

Everbearers are too ambitious. They want to show off by producing berries before the plants get well established. Pick off blossoms immediately as appear the first few weeks.

In our Boulder climate, I never cover or mulch strawberry plants in winter. Doubt if necessary in many sections. But if you do mulch them, then wait until very late in fall, preferably until ground has frozen a little. Then put coarse manure, hay, straw, excelsior or tomato vines over the bed, but not much, if any, right on top of the plants. Work it more **in between the plants.** Remove very early in spring.



**PLANTS
SHIPPED
IN SPRING
ONLY**



LONG'S "Safety-First" Purest Lawn Grass Seed

It is safest and cheapest to buy the very purest and best White Clover and Blue Grass seed for your lawn, because you avoid seeding your lawn with the noxious weeds found in cheap grass seeds, and get so much higher germination that a pound of the best will cover as much as two pounds of the cheap, chaffy, low germinating seed.

Any of these commercial fertilizers are good: Vigoro, Sacco, Bartco, Loma. Use 3 or 4 pounds to 100 square feet. Your local seed or feed store can supply, or get, these fertilizers.

Purest White Clover

Clean seed, of bright golden color and strong vitality, "rarin' to go." Sure fine. Lb. 75c; 2 lbs. \$1.40, prepaid. Five lbs.: 2nd zone \$3.25; 3rd zone \$3.30; 4th zone \$3.40, prepaid. Ten lbs.: 2nd zone \$6.00; 3rd zone \$6.10; 4th zone \$6.30, prepaid.

Best Kentucky Blue Grass

Very heavy and clean. Lb. 50c; 2 lbs. 90c, prepaid. Five lbs.: 2nd zone \$2.00; 3rd zone \$2.05; 4th zone \$2.15; 5th zone \$2.25, prepaid. Ten lbs.: 2nd zone \$3.70; 3rd zone \$3.80; 4th zone \$4.00; 5th zone \$4.20, prepaid. Write for prices on larger lots and beyond 5th zone.

Safety-First Mixed Seed

About one part white clover to three parts best blue grass. Lb. 65c; 2 lbs. \$1.20, prepaid. Five lbs.: 2nd zone \$2.60; 3rd zone \$2.65; 4th zone \$2.75; 5th zone \$3.85, prepaid. Ten lbs.: 2nd zone \$5.00; 3rd zone \$5.10; 4th zone \$5.40; 5th zone \$5.60, prepaid. Sow about pound to 300 square feet. Thicker still better.

ASTORIA CREEPING BENT GRASS SEED. For making new lawns or renewing old. There are half a dozen or more varieties of Bent grasses. **Astoria heads the list.** Astoria starts quickly and goes farther. **It creeps on top and under the ground.** Seed very fine. Use pound for 300 to 500 square feet. Astoria Bent in sealed bags: ½ lb. 50c; 1 lb. 90c; 2 lbs. for \$1.73; 3 lbs. for \$2.55; 5 lbs. for \$4.25; 10 lbs. for \$7.95. Prepaid.

For the Lawn's Sake!

Lawns may be started or old ones renewed or renovated any time from earliest spring to October.

New lawns should be thoroughly worked, leveled and allowed to settle, then leveled again. The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted. Some complain that the seed was "no good," as it came up only in spots. Sow about one part clover to three parts blue grass. Use not less than pound to 300 square feet.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green. Clover comes quickly. Blue grass comes slowly but hangs on like grim death after gets a foothold. Clover draws nitrogen from the air and enriches the ground for itself and the blue grass.

Old lawns should be re-seeded and fertilized from time to time. Use only the purest seed. Never be afraid of sowing too much seed, nor too often. Dandelion and other weed seeds are blown or carried on to the lawn. Give the lawn a break by sowing good pure grass seed several times a season.

Gardening Is Easy—It's Fun!

I think many garden talks are too serious. We make it seem too hard to succeed. We may scare some aspiring gardeners out of the garden altogether.

While it seems no end to things that should be learned or practiced in order to get the best results, yet it's amazing to note the results attained by inexperienced gardeners, even children. It's another case of "Ain't Nature Wonderful?"

Nature comes along and patches up a lot of our mistakes. To be sure, the more we learn

about Nature's ways and methods, and co-operate with her, the better. But let's shelve the idea that there is any great mystery about gardening. It isn't hard. It's easy. It's fun, when you catch the gardening spirit.

As you will notice, my talks are more for the small gardener than for those operating on a large scale. Commercial growers are usually pretty well informed along these lines. But if any gardener, large or small, fails to find at least one helpful tip in my talks, just mention it to one of the ushers as you pass out and the money will be cheerfully refunded.

Business Terms—Read Before Ordering

Safe delivery guaranteed.

All goods prepaid, unless otherwise noted.

Cash with order, or C. O. D. Please do not ask for any other terms. Your check O. K. with us if O. K. at your bank. Money orders preferred. Coin or stamps for small amounts.

ENVELOPE BRINGS HOME THE BACON. Don't worry if not convenient to get M. O., or send check. Just mail bills or **silver** coins in my self-addressed return envelope. Chances are 9,999,999 to 10,000,000 that I will get the money O. K. Notice how **strong** my return envelope is. I had it made strong so it will carry coins. Yes, I accept stamps, but prefer coin, because we buy our stamps in sheets, all precancelled for parcel post use.

C. O. D. orders. Bear in mind that C. O. D. orders cost you extra for collection and M. O. fees. On orders for perishable items, also heavy packages of other goods, we require one-fourth cash. Balance C. O. D.

Goods priced prepaid will be sent by parcel post or express, usually parcel post. If you

specify a certain way and the other is cheaper, you pay the difference.

We ship promptly, or notify you if goods are to be sent later. So if you fail to receive goods or a notice within one week, please drop us a line at once. Don't wait.

I want you to report errors. Just drop me a line stating the trouble. That's enough. Don't need to sass me.

NON-WARRANTY—Owing to many conditions that may prevent the best seeds from growing and giving satisfaction, we, The J. D. Long Seed Company, therefore, in common with other seedsmen, give no warranty, expressed or implied, as to growth, description, quality, productiveness, or any other matter of any seeds, bulbs or plants that we send out, and we will in no way be responsible for the crop. If the purchaser does not accept the goods on these terms they are at once to be returned, and the money will be refunded.

INDEX

| | | | |
|--------------------------|----------------------------|--------------------------|---------------------------|
| African Daisy..... 46 | Columbines 41 | Lathyrus Latifolius 46 | Portulaca 60 |
| Ageratum 57 | Corn, Pop 6, 16 | Larkspur 49, 59 | Pumpkins 13, 16 |
| Alyssum, Sweet..... 57 | Corn, Sweet 7, 16 | Lavatera 56 | Radishes 13, 16 |
| Amaranthus 57 | Cosmos 58 | Lawn Grass Seed... 62 | Ranunculus 35 |
| Anchusa 50 | Coxcomb 57 | Leeks 8 | Rhubarb 13 |
| Anemones 35 | Cucumbers 7, 16 | Lettuce 8, 16 | Rincinus 60 |
| Antirrhinum 54 | Cypress Vine..... 58 | Lily-of-the-Valley... 41 | Rutabaga 13 |
| Asparagus 4 | Dahlia Collections.. 39 | Lupines 41 | |
| Asters 43 | Dahlias 39 | Mallow 56 | Salpiglossis 60 |
| Baby's Breath, | ...Front Cover, 36-39 | Mangels 5 | Salsify 14 |
| Double 51 | Dahlia Seed..... 37 | Marigolds 46, 59 | Salvia 60 |
| Bachelor Button..... 41 | Daisy 46, 58 | Marigolds, Scotch... 56 | Salvia Azurea..... 51 |
| Balloon Vine..... 57 | Daisy, Shasta..... 58 | Matthiola 50 | Scabiosa 52, 60 |
| Balsam 57 | Delphinium Plants.. 48 | Melons 8-9, 16 | Scarlet Flax 60 |
| Beans 4, 16 | Delphinium Seed 48, 58 | Mexican Fire Bush.. 53 | Scarlet Sage 60 |
| Beans, Scarlet | Egg Plant 5 | Mexican Fire Plant 50 | Sea Lavender 35 |
| Runner 4 | Endive 5 | Mignonette 59 | Shasta Daisy..... 46 |
| Beets 4, 16 | Eschscholtzia 58 | Morning Glory..... 59 | Snapdragons 54 |
| Bent Grass 62 | Everbearing | Morning Glory, | Spinach 14, 16 |
| Bleeding Heart..... 35 | Strawberries 61 | Japanese 56 | Squash 14, 16 |
| Blue Grass 62 | Everlasting Flower 56 | Moss Rose..... 60 | Statice 35 |
| Boltonia 50 | Forget-Me-Not 58 | Musk Melons 9, 16 | Stocks 60 |
| Borecole 8 | Four O'Clock..... 58 | Mustard 9 | Strawberries 61 |
| Bulblets, Gladiolus.. 23 | Fox Glove 58 | Nasturtiums 2, 59 | String Beans..... 4 |
| Cabbage 5, 16 | Gaillardia 50, 58 | Nicotiana 60 | Sugar Beets..... 5 |
| Calendula 52 | Geranium 58 | Okra 9 | Sunflower 47 |
| California Poppy... 58 | Geum 50 | Onions 10-11, 16 | Sunflower, Mam- |
| Calliopsis 57 | Gladiolus 17-31 | Onion Plants..... 11 | moth Russian 56 |
| Canary Bird | Gladiolus Collec- | Onion Sets..... 11 | Sweet Alyssum..... 57 |
| Flower 57 | tions 22 | Painted Daisy..... 46 | Sweet Corn 7 |
| Candytuft 57 | Godetia 52 | Pansies 42 | Sweet Peas 44-45 |
| Cantaloupe 9, 16 | Gourds 58 | Pansy Plants..... 42 | Sweet Sultan 60 |
| Canterbury Bells 51, 57 | Grass, Lawn 62 | Parsley 9 | Sweet William 60 |
| Cannas 39 | Grave Myrtle 41 | Parsnips 9 | Swiss Chard 14 |
| Carnations 54, 57 | Gumbo 9 | Peas 12, 16 | |
| Carrots 6, 16 | Gypsophila 58 | Peonies 34 | Table Beets..... 4 |
| Castor Beans 60 | Hellotrope 59 | Peppers 13 | Tomatoes 15 |
| Cathedral Bells..... 57 | Herbs 8 | Perennial Gypso- | Tomato-Pepper 15 |
| Cauliflower 6 | Hit or Miss..... 60 | phila 51 | Trailing Myrtle... 41 |
| Celery 6 | Hollyhocks 55 | Perennial Peas..... 45 | Turnips 15, 16 |
| Celosia 57 | Iris 32, 34 | Periwinkle 41 | |
| Chinese Wool | Iris Collections... 32, 34 | Petunias 53 | Vegetable Oyster ... 14 |
| Flower 56 | Japanese Hop..... 59 | Phlox 60 | Vegetable Seed..... 4, 16 |
| Chysanthemum 57 | Job's Tears..... 59 | Pie Plant 13 | Verbena 51 |
| Chrysanthemum | Kale 8 | Pimiento 13 | Vinca Minor..... 41 |
| Sunflower 47 | Kochia 53 | Pop Corn..... 6, 16 | Violets 41 |
| Cinnamon Vine | Kohlrabi 8 | Poppies 50, 58, 60 | |
| Roots 35 | | Poppies, Double | Watermelons 8, 16 |
| Clover 62 | | Shirley 54 | Wild Cucumber..... 60 |
| Cobaea Scandens... 57 | | Poppies, Peony | Wool Flower..... 56 |
| | | Flowered 54 | |
| | | | Zinnias 64 |
| | | | Zinnia, Mexicana... 50 |



LONG'S Dahlia-Flowered Zinnias (*True Aristocrats*)

- Z13. Exquisite.** Light rose, center a deeper rose. Immense.
Z14. Golden State. Rich orange-yellow.
Z15. Crimson Monarch. Gigantic, largest of the red shades.
Z16. Dream. A fine deep lavender, turning to purple.
Z17. Lemon Beauty. Immense golden-yellow on brown.
Z18. Canary Bird. Immense primrose.
Z19. Polar Bear. Pure white. The largest white zinnia.
Z20. Purple Prince. Rhodanthe purple, large and well formed.
Z21. Scarlet Flame. Large, bright scarlet, orange blending.

SPECIAL: Any 3 packets
Dahlia-Flowered Zinnias for
25c. One pkt. each of these
9 named varieties for 70c.

PRICES: Any Dahlia-Flowered Variety or mixed at: Pkt. 10c; $\frac{1}{4}$ oz. 35c; $\frac{1}{2}$ oz. 60c; oz. \$1.00.

LONG'S Colossal Zinnias

- | | |
|------------------------|---------------------|
| Z1. Snow White | Z8. Purple |
| Z3. Pink | Z9. Salmon |
| Z7. Rich Orange | Z10. Scarlet |
- Pkt. 8c; 4 for 25c; $\frac{1}{2}$ oz. 40c; oz. 70c.

Early Wonder Zinnia

- Z31.** Exceedingly EARLY, double, long stems. Color, fiery salmon cerise-pink. Plant this for your extra early blooms. Pkt. 15c; $\frac{1}{8}$ oz. 40c; $\frac{1}{4}$ oz. 70c.

LONG'S Mastodon Mixed Zinnias for 1933 (*Unusual*)

- Z24.** "All-in-One" mixture of my gigantic Dahlia-Flowered and Colossal in giant size and rare colors. Pkt. 10c; 3 Pkts. 25c; $\frac{1}{4}$ oz. 30c; $\frac{1}{2}$ oz. 50c; oz. 80c.

LONG'S Lilliput Zinnias (*Lovely for Table Bouquets*)

- FOUR FAVORITE COLORS:** (Z25, Canary-Yellow) (Z26, Salmon-Rose) (Z27, Scarlet Gem) (Z28, White Gem) (Z30, Mixed). Any color, or mixed Lilliput Zinnias: Pkt. 10c; $\frac{1}{4}$ oz. 25c; $\frac{1}{2}$ oz. 40c; oz. 75c. (**SPECIAL:** Any 4 Pkts. Lilliputs for 25c.)

THE J. D. LONG SEED COMPANY & **Boulder, Colorado**